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MAY, 1952

the American Perfumer

and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS



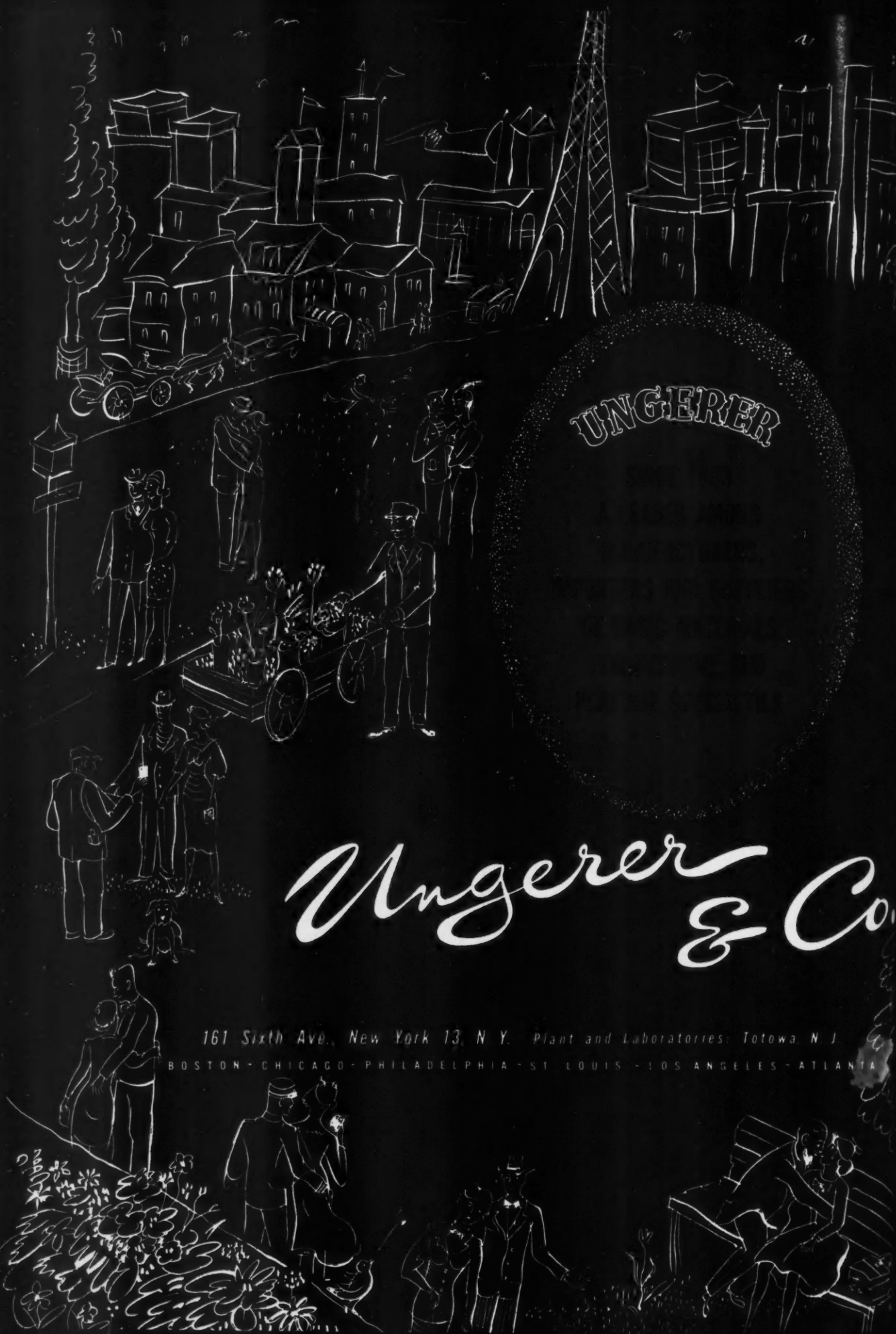
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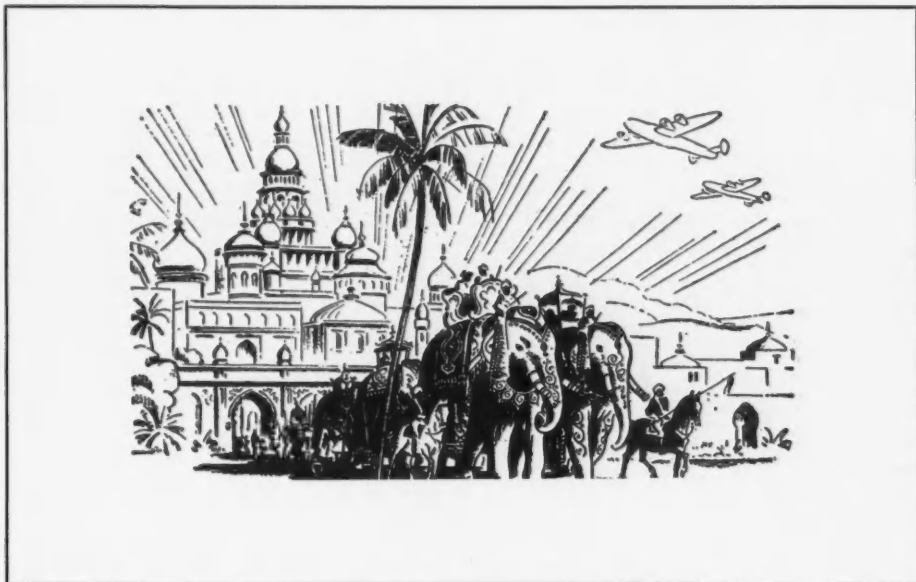
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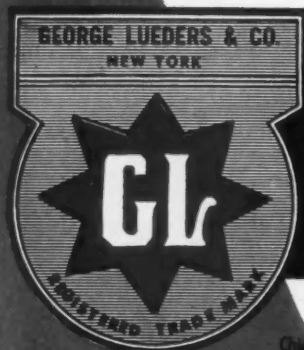
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McDonald-Thompson, 625 Mar-
ket Street, San Francisco 5,
Calif. Yukon 6-0647EDITORIAL AND EXECUTIVE
OFFICES48 W. 38th St., New York 18,
N. Y. LOnacre 5-3320

PUBLISHED MONTHLY by Moore Publishing Company, Inc. Publication office: Emmett St., Bristol, Conn., U.S.A. Editorial and Executive Offices: 48 W. 38th St., New York 18, N.Y. J. H. MOORE, President; J. H. MOORE JR., Vice President and Treasurer; HARLAND J. WRIGHT, Vice President and Circulation Director; MARC MACCOLLUM, Vice President; F. W. Nolting, Secretary. Subscription Rates: U.S.A. and Possessions and Canada, \$3.00 one year; 50 cents per copy. Foreign, \$5.00 one year. Entered as second class matter, January 12, 1950, at the Post Office at Bristol, Conn., under act of March 3, 1879.

Moore Publishing Co., Inc., is publisher also of Advertising Agency, American Printer, Neighborhood Drycleaner, Gas Age, Gas Appliance Merchandising, Industrial Gas, LP-Gas, Laundry Age, and The Laundry Manager.

Cable Address: Robinpub, N. Y.
Volume 59, Number 5 (Copyright
1952, Moore Publishing Co., Inc.)

the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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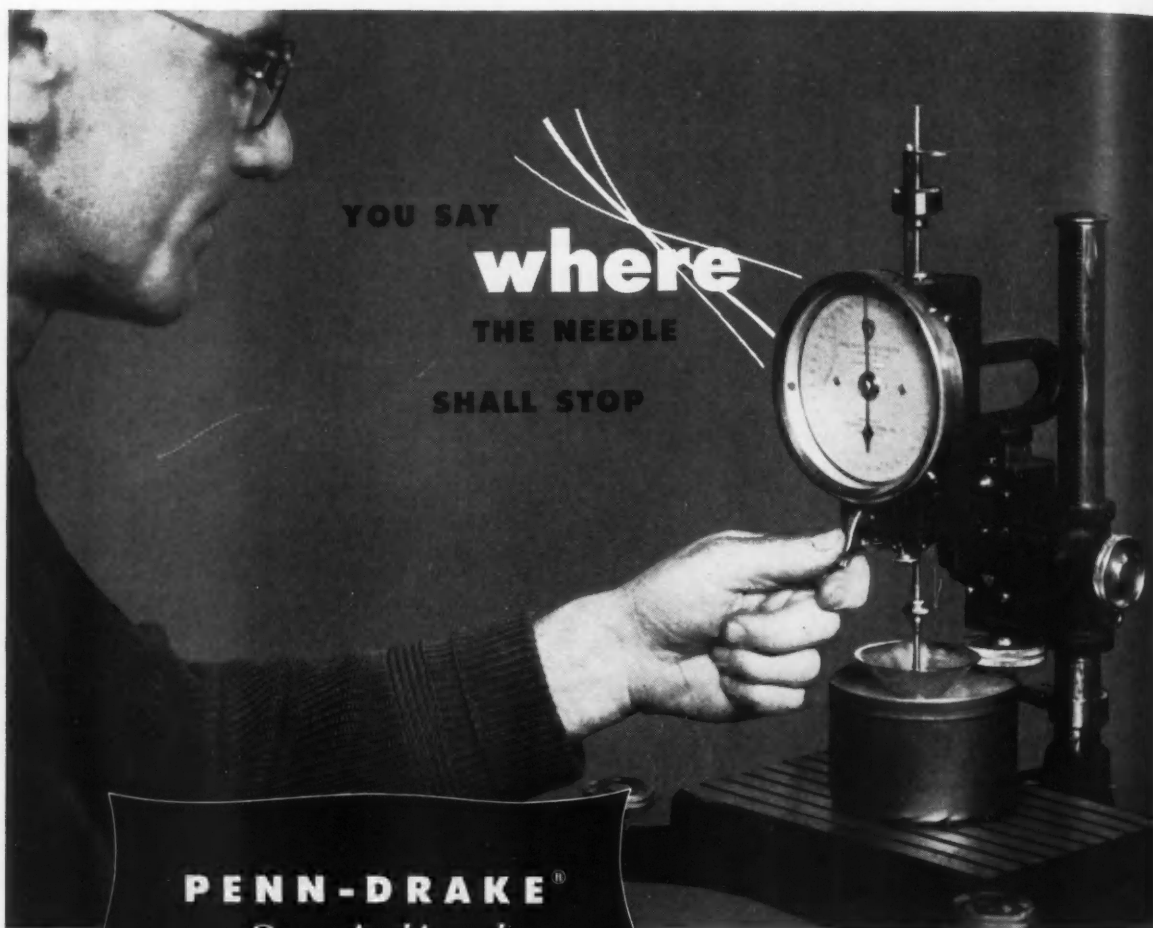
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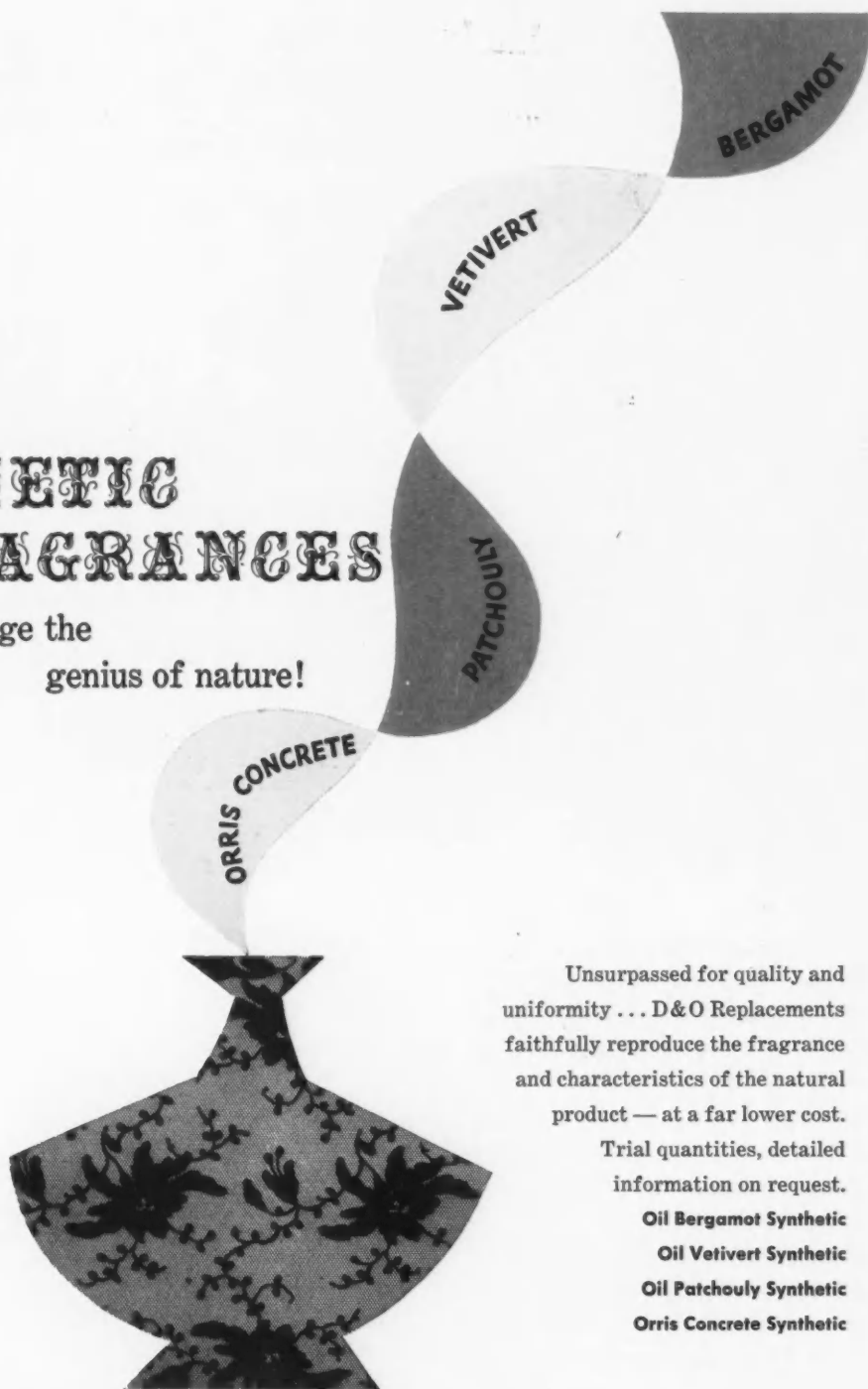
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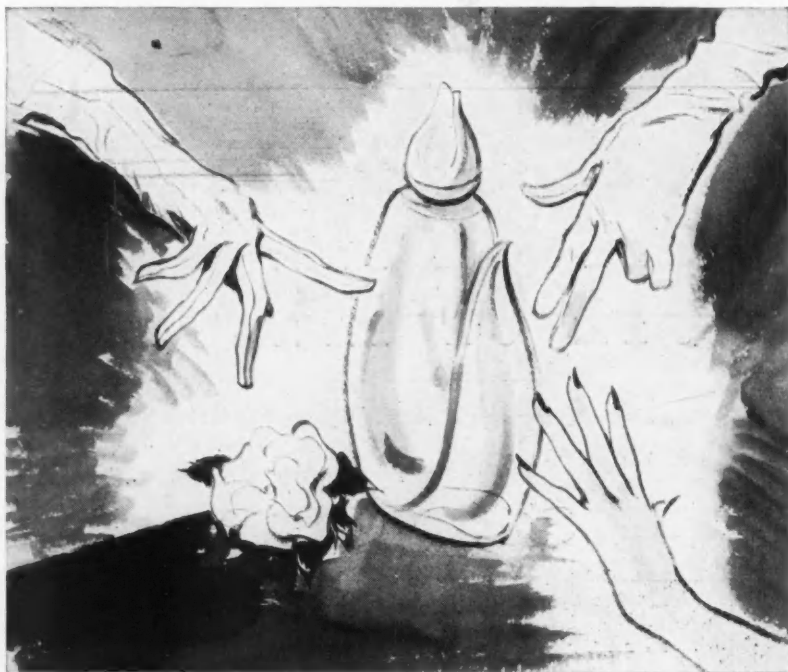
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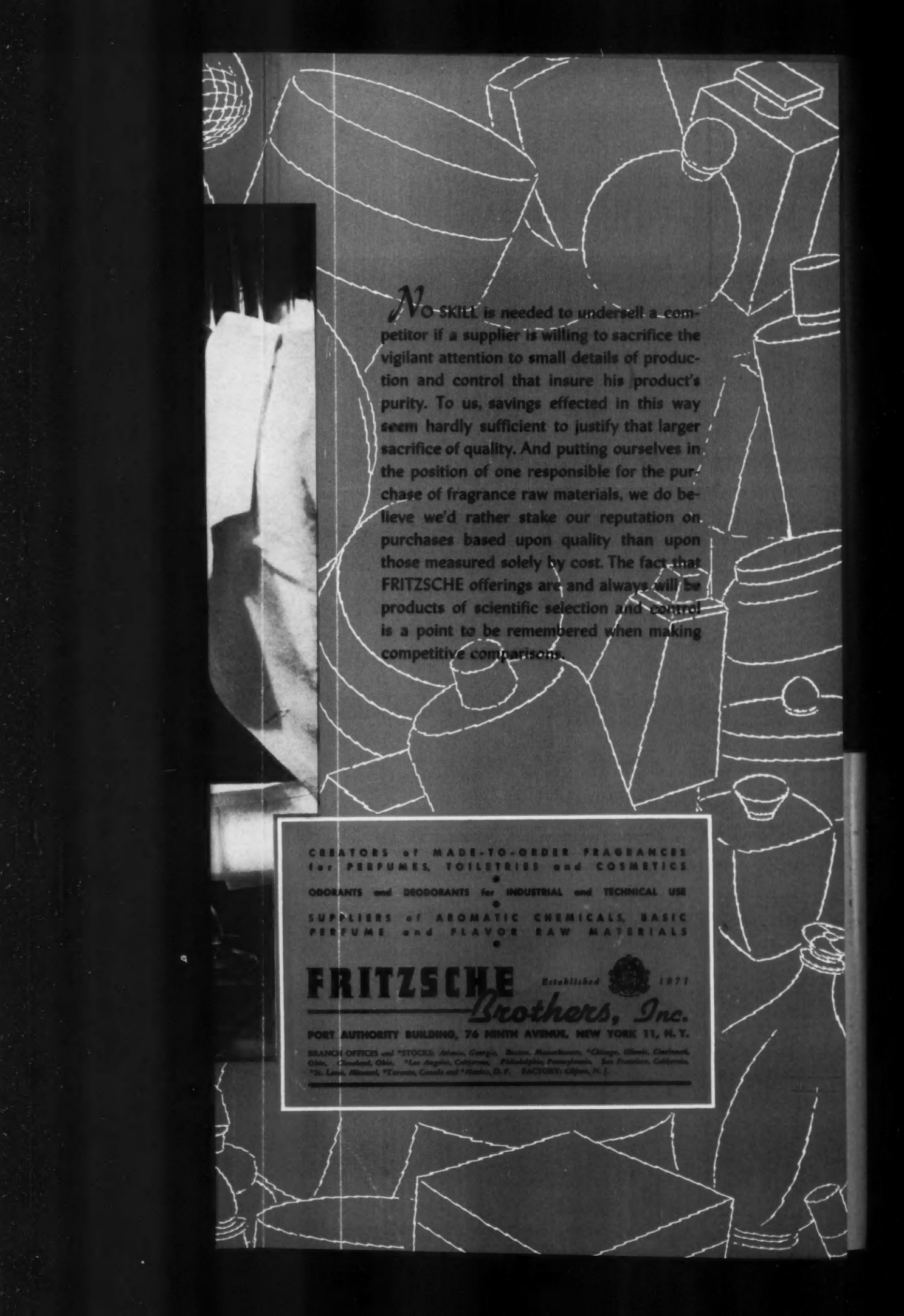
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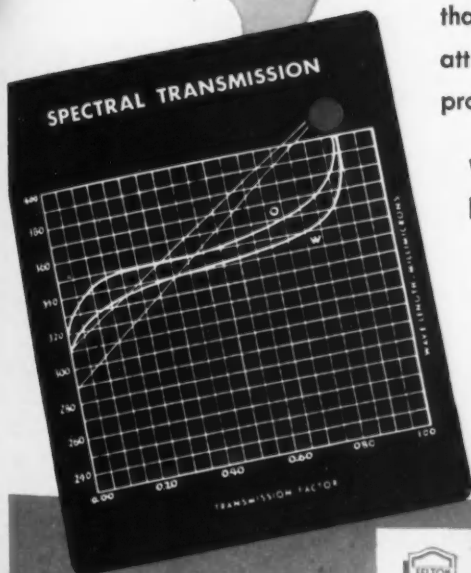
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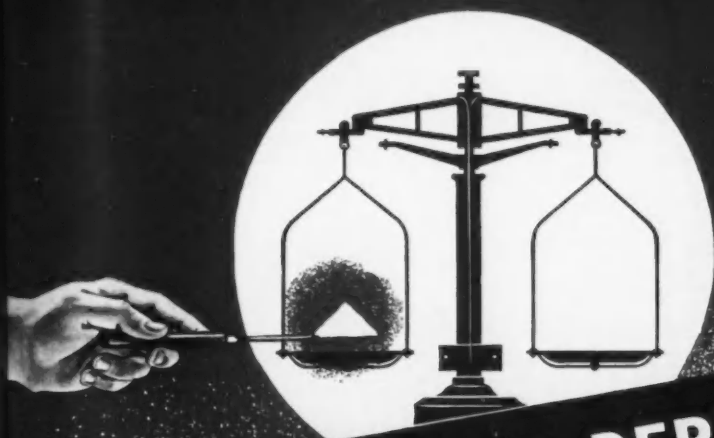
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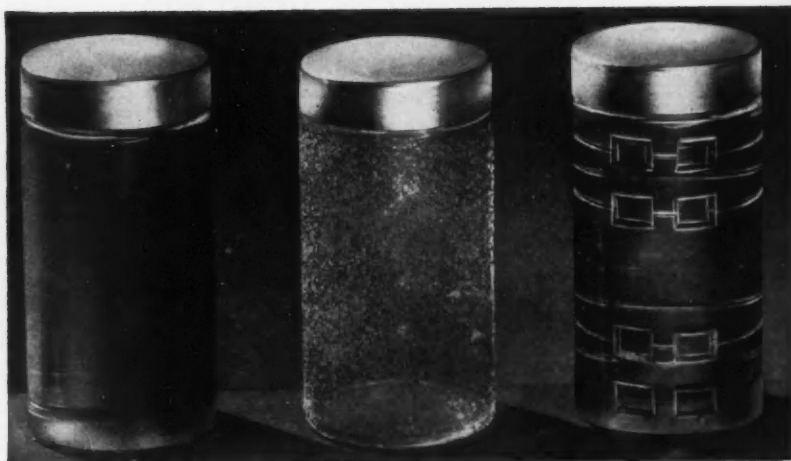
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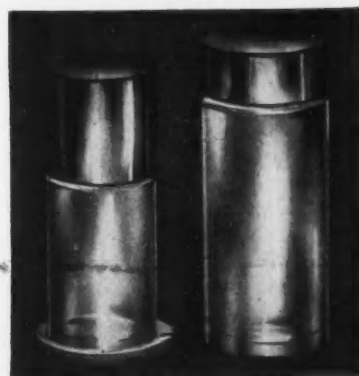


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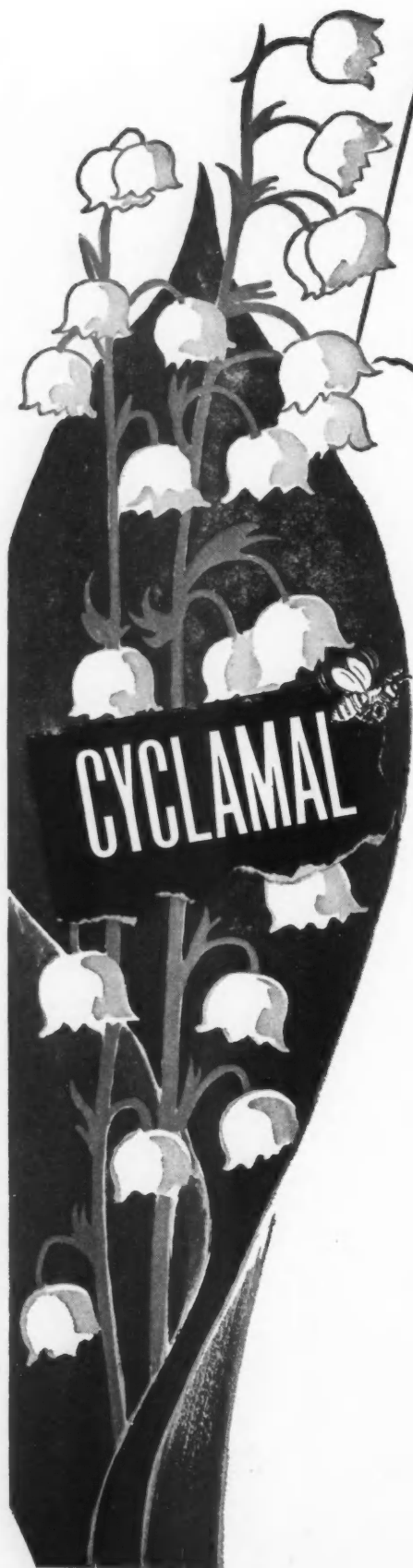
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The American Perfumer

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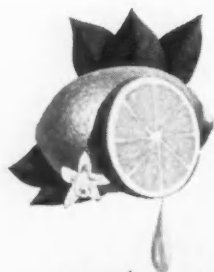
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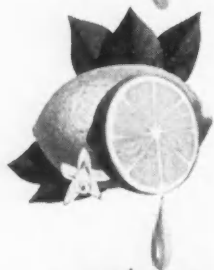
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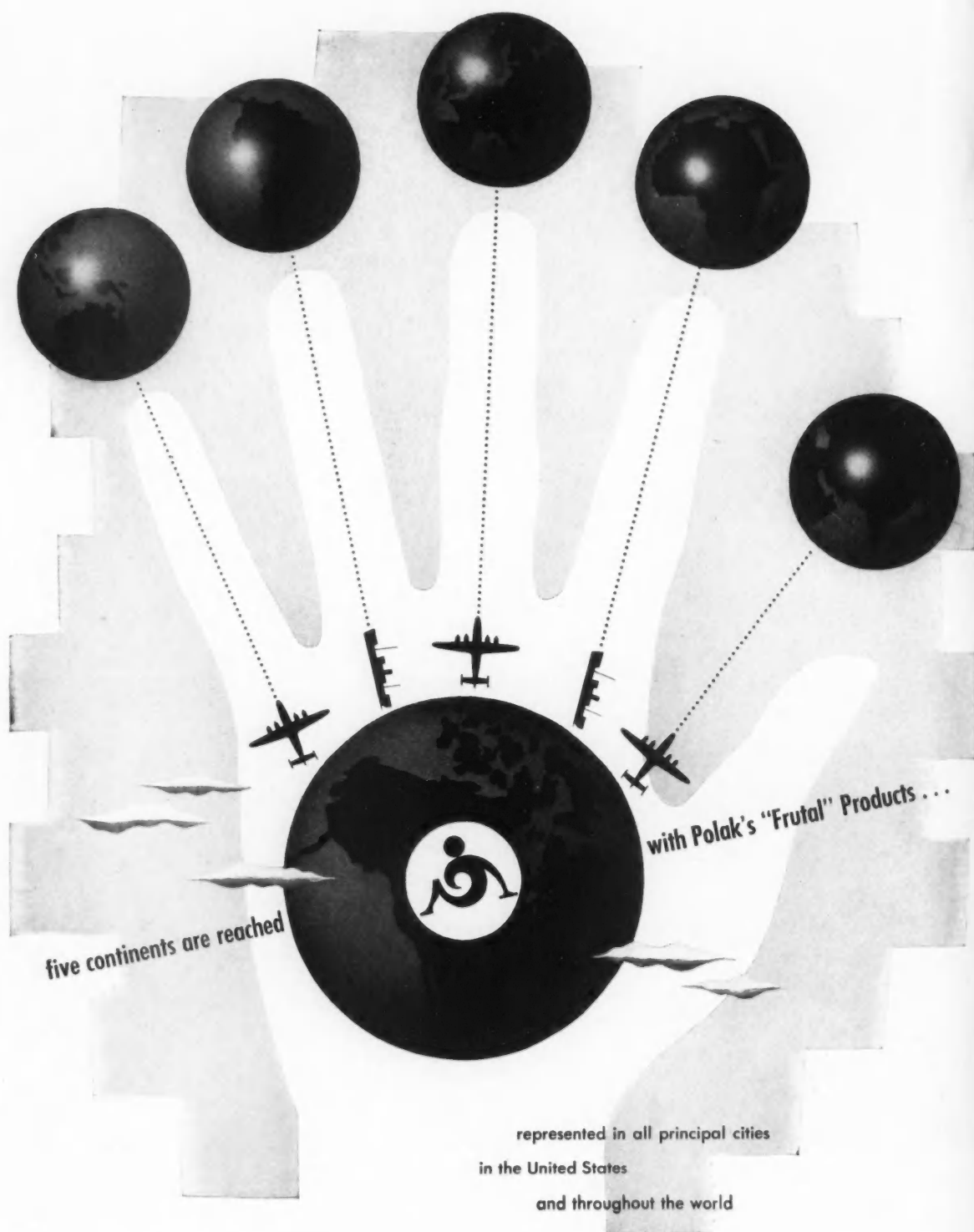
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Qui circule dans l'air et m'enfle la narine,



Desiderata

by MAISON G. DENAVARRE, F.A.I.C.

A.M.A. Blooper

In the March issue, this department carried a story about cosmetic testing by the A.M.A. Committee on Cosmetics that has been interpreted in at least two different ways. This was under the story congratulating Steve Mayham. Not only did the A.M.A. reference leave itself open to misunderstanding, but as Walter Mueller brought to my attention, I did mayhem on Mayham. Anyone who has known Steve as long as I have and spelled his name the way I did deserves to be sent to the salt mines in Siberia. Seriously, my copy was late in getting to the magazine and in proof reading the oversight was missed.

But back to the A.M.A. The statement was made "that the A.M.A. freely tested cosmetics (when in fact we all know that it doesn't) . . ." Two meanings not intended by the author might be inferred.

We all know that the A.M.A. tests such cosmetics as are presented to it for its seal of acceptance. We further know that when cosmetic complaints by doctors come in to the A.M.A. in alarming numbers, the A.M.A. tests the suspected cosmetic quite completely to determine its harmlessness.

We further know that the A.M.A. makes no charge for any tests that it makes on cosmetics for either the medical profession or for manufacturers of products presented to the A.M.A. for approval.

What the phrase intended to convey is that the A.M.A. is not a commercial testing agency, a fact seemingly assumed by some members of the Delaney Committee, as a result of statements made before it by one of the members of the A.M.A. Committee on Cosmetics.

I am grateful to those who have called these things to my attention and apologetic for rushing through copy that didn't get the benefit of studied consideration.

Awards

It was with a happy feeling that I have learned of the recent special honor awarded Dr. Paul B. Dunbar, former F.D.A. Commissioner. Dr. Dunbar deserves much recognition by all industry coming within the scope of F.D.A. activities, for the understanding way in which his department was handled under his guidance. It is good that the drug industry has remembered this. He is succeeded by another man of equal stature, Charles W. Crawford.

Another award richly deserved is the Fritzsche Award presented to Dr. Yves-Rene Naves, Givaudan's internationally famous researcher and author of countless scientific articles, at the Buffalo meeting of the A.C.S. His contributions have been of both academic and material help to man. The Fritzsche Award is given annually for outstanding work in the field of chemistry related to aromatic chemicals and essential oils.

Last, but not only because the award has not yet been made at this time of writing: J. L. Thomson, head of the Cosmetic and Color Section, Food and Drug Div., Dept. of Natl. Health and Welfare, Ottawa, Canada, is to be given the Fourth Honorary Membership by the Society of Cosmetic Chemists.

Mr. Thomson, an active "good neighbor" has definitely reflected good judgement tempered by business practicality in his activities with cosmetics in Canada. As Fourth Honorary Member, he will



M. G. deNavarre at work in his laboratory

find himself among the elite, because his three predecessors are Dr. Dan Dahle, former cosmetic chief of the F.D.A., Dr. Austin Smith, editor of the A.M.A. JOURNAL, and Dr. G. Robert Clark, chief of the Cosmetic Div. of the F.D.A.

Methyl Chlorothymol

Under this name a new fungicide and germicide has just been offered to the industry; it has a typical thymol-like odor that is unpleasant and may be used wherever a chemical germicide is required. Like most phenolics, it is soap and alkali soluble. While the manufacturer suggests such solutions, one wonders whether long term tests with soap solutions of methyl chlorothymol have actually been made. The experience with chlorothymol is that alkaline solutions hydrolize the product and reduce its germicidal activities.

Since this new phenolic is also soluble in various non-ionics, oils, alcohols and the glycols, it may find more usefulness when dissolved in these solvents. Some of the preliminary reports indicate it to be quite safe under conditions of use and fairly germicidal.

Cold Waving

It has been called to this department's attention that while resin's dispersions are patented for use in cold wave solutions, that in actual use they have been dropped because they tend to adversely affect the hair wave. Instead, lanolin and other fatty opacifying agents have been found more satisfactory.

A resin emulsion can and does



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leave a deposit on the hair. It is conceivable that some may find this undesirable regardless of its effect on the wave. Apparently, the resin also raises cain with the filling equipment through which the solution is bottled.

At last examination, the principal cold wave products on the market contained no resin opacifiers.

While on the subject of cold waves, this department has re-

ceived many inquiries on the self neutralizing type of wave set. At least one patent has been granted and probably others are pending on this particular development. Therefore, it is doubtful if anyone can just willy-nilly start making this kind of cold wave. It is going to take a lot of research to work the problem out. That it is a good idea basically, is attested to by interest shown in the trade.

one made with sodium stearate USP be made from stearic acid XXX and sodium carbonate, and if so how shall we proceed along this line?

J.P.P. New Jersey

A. If you will read the article on "Solid Colognes," by M. G. DeNavarre (*Am. Perf.*, Oct. 1950), you will find mentioned methods of making an astringent or antiperspirant type of stick without the use of sodium stearate. However, you will have to obtain a license to do it that way. A second patent describes the use of other materials for producing such a stick and again you will have to get a license under that patent. There is no point in using sodium carbonate and stearic acid when you can use sodium hydroxide and stearic acid in equivalent amounts. Proportions of the two ingredients to form sodium stearate are mentioned in the book, "The Chemistry and Manufacture of Cosmetics" in the chapter on vanishing creams.

Questions and Answers

944: Lemon Cleansing Cream

Q. We want to make a lemon cream with good gloss. Can you give us a formula? M.D., Indiana

A. To make a lemon cleansing cream, you obviously must use a substantial amount of lemon juice and some lemon oil, otherwise a lemon cream is misbranded under the Food, Drug and Cosmetic Act. To use lemon juice you must have a vehicle that is stable with the acid juice of the lemon. An absorption base is one of the best for this purpose.

945: Lotion Thickening

Q. Is there any procedure to avoid thickening on standing of hand-lotions made with stearic acid, triethanolamine, some lanolin or mineral oil and an addition of tragacanth? We find always that the lotion thickens, even when glycerine is used and no oil. What addition could be made to turn a liquid shampoo containing 22% of soap into a curling shampoo, so popular at the present time? Would it be possible for you to advise us as to the formulation of a waterless hand-cleaner, used by mechanics who desire a thorough cleaning of grimy and greasy hands? It is supposed to dissolve the dirt which then can be wiped off easily.

C. I. B. Maine

A. Any lotion containing tragacanth becomes thicker on standing. This being the case you should make your mucilage of tragacanth a few weeks in advance. In our opinion there is no "curling" shampoo. We have written on the subject and do not believe products can do what is claimed for them.

As for a waterless hand cleaner, any good vanishing cream formula will work, but be sure to include about 20% of deodorized kerosene.

946: Using Mercury Compounds

Q. Under question No. 931 in the March issue, the statement is made that phenyl mercuric salts may be used as preservatives without disclosure on the label. Isn't there a New York City statute that prevents the use of any mercurial in a cosmetic product?

R. A., New York

A. Checking with the officials in New York City, interpretation of section 131, paragraph 5 (a) of the Sanitary Code of the City of New York, it is the opinion that this section refers to the use of certain metals (including mercury), and their compounds as active ingredients of a cosmetic product. It is further the opinion that compounds containing mercury used in low concentrations which are not harmful, and for use as preservative only, would not be deemed in violation of this section of the law. This refers to concentrations of 1:50,000 of phenyl mercuric salts or even greater dilutions of the same.

947: Antiperspirant Stick

Q. Can you suggest a formula for a stick cologne having excellent odorant and anti-perspirant qualities? We are now using 8% sodium stearate USP in our formula for stick colognes to overcome the tendency to liquefy in warm weather. What waxes, if any, can be used to supplement this high content of sodium stearate and in what quantities? Can a stick equal in quality to

948: Flaking of Wave Set

Q. We would like to know if you could advise us how to prevent flaking in a chondrus type wave set. The flaking occurs in certain types of hair but not in all cases.

F. J., Kansas

A. Glycerine or propylene glycol or both in a small amount will prevent flaking of any gum type wave set, including chondrus.

949: Aluminum Methionate

Q. Would you be so kind as to inform us about American suppliers of aluminum methionate, possibly also English, in which product we have great interest. T.V.L. Norway

A. Aluminum methionate has recently been patented for use in antiperspirants but is not made commercially as yet.

950: Bubble Bath Oil

Q. We would as subscribers, appreciate if you would forward us a formula for a reliable Bubble Bath Oil.

M.L.E. Italy

A. Your letter is somewhat ambiguous in that you ask for a bubble bath oil. Bath oils do not usually bubble. Bubble baths are not usually oils. If you would care to elaborate further, we would be glad to give you whatever help we can.



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British Perfumery and Cosmetics

A Century of Development

F. V. WELLS*

IN the words of Dr. Robert H. Marriott, one of Britain's foremost cosmetic chemists, and his collaborator, Mr. F. Hulley, "the past year has not witnessed any outstanding event either in the commercial or scientific development of the cosmetic and toilet preparations industry. Such steps forward as have been made are best looked on as logical evolutionary processes, necessarily of a slow but definite character." (1) This confirms the same steady line of progress to which I have referred elsewhere, in that "the gradual development of the British perfumery and cosmetic industry during the past century is not so much a story of startling discovery and original research as of careful adaptation and modification to meet the requirements of an increasingly discriminating market." (2)

Earliest Origins

There is no space available for me to dwell at any length on the earliest origins of the cosmetic industry in the United Kingdom. It is sufficient to mention, quite briefly, the introduction into the country of scented oils, aromatic drugs, kohl and rose otto, by the returning crusaders, which from about the twelfth century onwards began to affect the ideas and way of living of the wealthier classes. The tendency to self-adornment and the use of perfumes was given added impetus by the infamous Henry VIII, in the early part of the sixteenth century and, fifty years or so later, by the "virgin queen"—Elizabeth I. Subsequent events that exerted a much more widespread stimulus on the perfumery trade were the eighteenth century trading activities of the East India Company, on the one hand, and the discoveries and publications of the herbalists, on the other. The work of such pioneer practitioners in pharmacy and its related arts as Gerard, Short and Culpeper, though replete with the inherited extravagances of the medieval alchemists, yet reveals a decisive advance in the field of classifying, investigating and utilising aromatic plants and substances.

During the passage of the centuries, many cosmetic and perfumery developments of importance had taken place on the continent of Europe—these include the seventeenth century addiction to Hungary waters, the vogue for perfumed gloves and, at a later date, the preparation of Eau de Cologne, the French cultivation of flowers and herbs for their perfume content, and the early twentieth century rise to eminence of the German and Swiss synthetic aromatic industries.

An event of even greater significance had taken place, way back in 1620 on the coast of England, when the Pilgrim Fathers set sail for America. With them they took the seeds of a new future, one of the more modest features of which was to be the flowering of a brighter epoch in the production and use of perfumery and cosmetics. It was, perhaps, a strange coincidence that, in that same year, Francis Bacon published his *Novum Organum*, for it was Bacon who, in a previous work, had spoken so contemptuously of cosmetics—"being neither fine enough to deceive, nor handsome to use, nor wholesome to please."

The subsequent history of cosmetics in America has, of course, been admirably summarised elsewhere. (3) The following notes and comments are intended to give a general outline of concurrent British developments during the past century.

Development in Past Century

I believe that when the overseas buyer thinks of British perfumes, the word "Yardley" is the first brand name that comes to his mind. The tribute is well deserved, for no firm has had more to do with popularising British toilet waters and toilet preparations than has the internationally celebrated house of Yardley. Also noted in many overseas markets for their long tradition of perfume creation and presentation (dating from Shem-el-Nessim and Phul-Nana days) are Grossmiths of Piccadilly. In more recent times, Goya of Amersham have come prominently to the fore, with their Studio, Great Expectations, Pink Mimosa and other well-known perfumes. The old-established house

*Editor, Soap Perfumery & Cosmetics, Chairman, Society of Cosmetic Chemists of Great Britain, 1948-1952.
Photographs courtesy Grossmith of London.



Packaging creams, lipsticks, and other products.

of Floris of Jermyn Street has its socialite devotees in Great Britain and many discriminating customers in countries overseas. Nor can one overlook such firms as Delavelle, with their Blue Orchid perfume; Saville (Seventh Heaven and Mischief); Bronnleys of Acton; Potter & Moore; Picot, Peter Claridge, Fragrance Ltd., Gosnells of Cherry Blossom fame, Demuth of Farnham and Dubarry of Hove.

Most of these perfumery firms also produce cosmetics and other toilet preparations.

It is impossible to list even the most outstanding members of the British perfumery and allied industries, but one could not fail to mention those who form part of the vast Unilever group: Pears (of Pears' Soap and Gloria Shampoo fame); Atkinsons, a world-famous firm of perfumers; Vinolia and Watsons; Gibbs (noted for dentifrices and Astral Skin Cream); Icilma and Erasmic. Many other products that are household words, and that range from toilet soaps to "cold waving" preparations, come from the various factories controlled by this great organization.

Part Taken by Notable Concerns

Many concerns of international standing play a notable part in the activities of the British perfumery industry. Of those with strongly defined American associations, one thinks immediately of Northam Warren (Cutex), Hinds, Dorothy Gray, Richard Hudnut, Phillips (Magnesia Creams), Ponds, Colgate-Palmolive, Elizabeth Arden, Max Factor, Crystal Products (Outdoor Girl), Miners, Gala of London, Chesebrough (Vaseline Shampoos, etc.), Gillette Industries (Toni permanent wave) Helena Rubinstein, Luft-Tangee, Rose Laird and—of course—the latest recruit, Revlon.

In the important dentifrice section of the industry may also be noted Kolynos and Bristol Myers (Ipana tooth paste), together with Pepsodent, Gibbs and other Lever firms; Cranbux (Odol), Euthymol, Macleans, Eucryl; and the pioneers of tinted tooth pastes—Gordon Moore, Ltd.

Then there are several British firms that had their origins, to a greater or lesser extent, in France. Among these may be included the deservedly world-famous house of Coty; also Bourjois, Roger & Gallet, Chanel, Guerlain, Lenthéric, Morny, Creme Simon, Dixor, Innoxa and Tokalon. There are also a few prominent firms who owe the debt of primary inspiration to Germany—notably Herts Pharmaceuticals, for their well-known Nivea Creme; Reuters, for their equally success-

ful range of 4711 preparations, and Leichner (London), Ltd.

Soap and Hairdressing Companies

Firms celebrated for hairdressing preparations include Evan Williams, County Perfumery, Pritchard & Constance, Hedleys, Hovendens, Eugene, Camilatone, Coloral, Harlene, Sta-Blond Laboratories and Osborne, Garrett. Another important group has its origins in the British soap industry: this including most of the Lever concerns, as well as Standard Soap (Personality products), J. C. & J. Field, Harry Green of Barking, Cussons of Kersale Vale, Gerards of Nottingham, and Cullingfords of Chelsea.



Hospital-like cleanliness and tidiness mark every operation.

Largest of all the pharmaceutical firms that also specialise in perfumery and cosmetics is, of course, Boots of Beeston, Nottingham: while in this category may also be included Crookes Laboratories (Lacto-Calamine lotion), Griffiths Hughes of Manchester, and Hampshires of Derby (Pomeroy and Snowfire preparations). Nor can the student of these matters fail to overlook such firms as Reckitt & Colman, Beethams of Cheltenham (famous for Larola beauty milk and Glycerin and Cucumber), Colloidal Chemists (Damaskin), DDD, Ltd. (Cosmedin), Yeast-Pac, and the Westbrook Lanolin Co.

Many other concerns of importance and repute come to mind (Cyclax, Rimmel, International Chemical, Jean Sorelle, Columbia Products, Delafine, Henry Tetlow, Anderson & Reeves, Valdor, Sangers, Fassett & Johnson, Zenobia of Loughborough, etc.).

My list is merely representative, and is not in any way intended to be regarded as comprehensive or discriminatory. No doubt I have omitted reference to some concerns of very considerable size or reputation—and to them my sincere apologies. Enough information has been given above, I hope, to indicate the scope and diversified origins of the industry as a whole.

Current Achievements

It is difficult, no doubt, for the modern reader to appreciate the fact that very few cosmetics indeed were in common use at the turn of the century. Face powder was the first item to be widely tolerated, followed at a respectable distance by uncoloured lip salve. The use of rouge, mascara, grease paint and "wet white" was the prerogative of the theatre and the demi-monde.

Concerning the current achievements of British concerns in this increasingly specialised branch of industry, I would merely claim that they are comparable with the best produced in other countries. The British characteristic of steering a midway course between extremes is frequently apparent in this field: thus the more exotic novelties emanating usually from the U.S.A., where they sometimes experience a resounding but brief success, are rarely likely to appeal to British manufacturers, much less to the general public. In earlier days, when French face powder was rather on the light, fluffy side and American face powder was extremely heavy and opaque, British makers evolved a typical compromise between the two. On the other hand, Britain still has something to learn from the U.S.A., notably in connection with the perfection of cosmetic colours and the use of a wider and more specialised range of raw materials.

English Lavender Water

One of the earliest and doubtless the most resounding of British successes in perfumery production was the evolution of the characteristically English lavender water. The best examples of this type of toilet water still find a widespread demand not only in Britain but also in many countries overseas. Scarcely less noteworthy, however, is British leadership in the manufacture of fine toilet soaps, many brands of which have a world-wide

poo, medicated lotion, depilatory and toilet cream production, but to single out specific brands for mention would be invidious and possibly misleading.

Scientific Investigation

Research in the British perfumery and allied industries during the last war was brought practically to a standstill and, even since then, some major deficiencies in raw material availability have had to be overcome. There has been no recent period of comparatively free supply, as in the U.S.A., but despite that very obvious disadvantage, scientific and technological investigations have gone forward unremittingly. On the commercial scale, one can look to the researches of all the larger organizations while, on the academic side, tribute should be paid to the fundamental work on the nature and classification of odours, now being carried out at the University of Reading; to the important work on keratinous fibres undertaken at the University of Leeds; and to the basic investigations into surface activity and colloidal phenomena that have made such prominent headway at the Universities of Cambridge and London. The British cosmetic industry also owes a debt to such bodies as the Toilet Preparations and Perfumery Manufacturers' Federation and the Society of Cosmetic Chemists of Great Britain.

Retail Trade

A word or two on the structure of the retail trade may not be out of place. British perfumes, cosmetics and toilet preparations reach the consumer through the following channels:

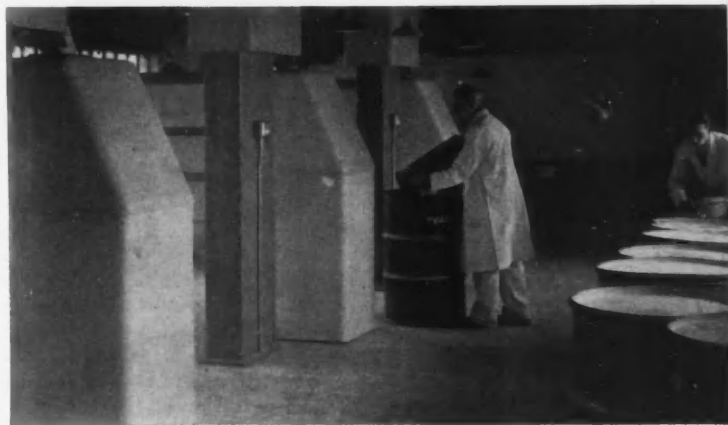
1. Pharmacies (individually owned)
2. Drug stores
3. Hairdressers' salons
4. Beauty salons
5. Pharmacies (chain groups)
6. Chain stores (e.g., Woolworths)
7. Department stores
8. Co-operative outlets
9. General and village stores

Most important of these are numbers 1, 5, 6, 7 and 8. Item 2 comprises merely the small sprinkling of "drug stores" that are run by unqualified personnel. The more exclusive lines are chiefly to be found in 4, 7 and, to a smaller extent, in 3. Special lines are sometimes supplied to the rather rigorous requirements of No. 6, which

A corner of the efficiently arranged stockroom.



Each machine has a capacity of 300 pounds of powder.



and unassailable reputation. The early attention paid to hairdressing preparations, as noted by Cola in his remarks about 17th and 18th century developments, has likewise been sustained, with the result that Wilfrid Hill's remarkable product, Brylcreem, has attained the status of the world's most popular hair cream. The same important concern that now markets Brylcreem is also responsible for another hair preparation of marked originality, namely the amino-acid containing hair and scalp lotion, Silvikrin. Still another British product of original conception and world-wide reputation is Demuth's Frozclone, which was the first alcoholic perfume in solidified form (1915) to prove entirely satisfactory and successful.

There are many other noteworthy technical achievements that come to mind, especially in the fields of sham-

naturally depend upon heavy sales of small-profit items. Many preparations sold through outlet No. 5 are produced in their own factories by the controlling organization. The same remark applies to outlet No. 8. (The rising factor in cosmetic distribution in the U.S., the supermarket, seemingly hasn't made itself felt as yet in Britain.—Ed.)

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The Truth About Hormone Creams

DR. E. G. KLARMANN

Vice-president in charge of research, Lehn & Fink Inc.

ALTHOUGH the matter of hormone cosmetics appears to have been settled some time ago, a recrudescence of the controversy was brought about by some of the recent testimony before the Delaney Committee. The unfortunate part about this testimony is that the daily press did not report it objectively. Sensational statements made by some of the witnesses were given headline treatment in spite of their speculative character; on the other hand factual information, supplied by other witnesses of comparable authoritative standing, was completely disregarded.

To illustrate this point, I have selected for quotation the following individual statements by Drs. Sulzberger, Goldzieher and Peck which, in spite of their extraordinary significance, received no mention whatever by the press.

In response to the Committee's question "What is your opinion of estrogenic hormones in face cream? Do you think it safe?" Dr. Sulzberger replied in part: "I think today in the concentrations in which they are put into face creams the record shows that they have been entirely safe."

Other statements were "... it is possible to have that concentration (of estrogenic hormones) so low that the risks of damage are almost disappearing, negligible."

"... I sat recently on a committee of the New York Academy of Medicine ... we came to the conclusion that there was not any evidence to date available of any formation of cancer or precanceroses or any damage from the estrogens as applied in cosmetic creams. And all the evidence was in the opposite direction, that they did no harm and no systemic damage of any kind. Even on theoretical grounds the dosage was so small in these estrogenic creams, a person would have had to apply a hundred packages a day, a hundred ounces a day, in order to get enough absorption to cause any systemic effect."

"... they (the advertisements) say it makes a person look more youthful, and I guess it does."

"Cosmetic creams that have come to my attention, and from the best information I could get, contain about 10,000 International Units per ounce. That is the average top figure."

"According to the work of several authors, Dr. Goldzieher and his coworkers particularly, about 6,000 International Units per ounce suffices to produce local demonstrable changes in the skin beneficial from the point of view of the appearance of the skin. And according to Shorr, who is probably the greatest authority in this field today, it would require the application of 100,000 Inter-

national Units per day to produce the mildest systemic changes. So they would have to use, as I said before, 10 ounces of the cream per day, no matter where they spread it or where they put it, and that is almost an impossibility."

"I think that it is fortunate for the situation and for the manufacturers and for the public that the ratios here seem to be so favorable that even the utmost top limits to which they could put these (hormone) creams doesn't seem to enable the woman to put enough on her skin or rub in enough per day to produce systemic damage."

If you mean clinical observations, which I have carried out now for six years on my patients ... none of them have shown signs of any damage nor reported any damage ... no menstrual disturbances and no endocrinological changes."

In response to a question concerning any contra-indications to estrogens, particularly with respect to a history of malignancy, Dr. Goldzieher had this to say:

"If estrogenic hormone is given in cream form as a cosmetic, the amounts are so small that they could not influence the growth of the rate of speed of cancer development. The amount of estrogen which enters the circulation from cosmetic administration remains within the daily physiological fluctuations of hormones from the woman's own ovaries."

"... the absorption (of the estrogenic hormone) from the skin depends upon the kind of material it is incorporated with. It will be at a different rate from lanolin, from other fatty bases, from emulsion or from alcoholic solution. But if you take a fatty base ... we can see that not more than one-seventh of the cream applied is absorbed. So that if you apply 20,000 units over the course of a month, you cannot have more than 3,000 units absorbed over the month's time ... in actual tests the amount absorbed per month is probably not higher than 2000 units per month, which gives you a daily rate of about 60 to 70 units, which is well within the fluctuations of the woman's daily urine assay of estrogen. ... as a matter of fact the man has in his urine a little bit more than that."

At the hearing on January 14, 1952, Dr. S. M. Peck, Chief of Dermatology at New York's Mount Sinai Hospital, former Medical Director of U.S. Public Health Service and co-author with Dr. Louis Schwartz of the book "Cosmetics and Dermatitis", stated that he knew of no evidence of systemic action following the application of hormone creams containing 10,000 International Units per ounce or less. He dismissed fears of any carcinogenic effects of such creams with a "positive no."

Introduction to Testing Cosmetics Containing Radioisotopes

LOUIS C. BARAIL, M.D. and JOSEPH J. PESCATORE*

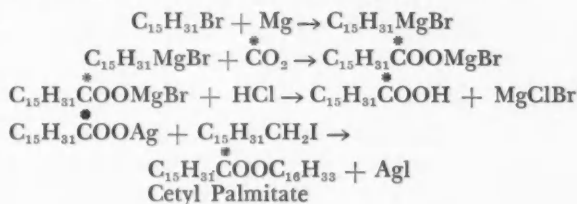
THIS is a preliminary study on the use of radioisotopes in the cosmetic industry. Radioisotopes have already been used in the study of skin penetration by various types of chemicals and very recently it was demonstrated by means of radioisotopes that iodine does penetrate several layers of the skin. The penetration of tincture of iodine into human tissues was established by Barail as early as in 1922 when he applied iodine by electrosmosis. The penetration of mercury derivatives and of hormones has been studied in the past and as far as we know no one has ever used radioisotopes in their studies on the skin. That is why we decided to devote our first experiments to simple, metal-free cosmetics, and to continue this investigation by testing more and more complicated preparations as time goes on.

As you all probably know, radioisotopes are elements that have been activated with atomic energy to a higher energy level. These elements tend to return to their normal state and in doing so will continuously emit radiation over a period of time. This period of time can be anywhere from seconds to millions of years. In the case of Carbon 14, which was used in this investigation, it has a half life of over 5000 years. In other words the activity of Carbon 14 would reduce itself to half in approximately 5000 years. Whenever conducting experiments using isotopic procedures, we confine ourselves to a radioisotopic element which is a normal constituent of the substance in question. This justifies our selection of Carbon 14. The radioisotope of Carbon 14 behaves chemically as a normal carbon atom of atomic weight 12, with only one physical exception: it emits soft beta-radiation. This type of radiation is quite difficult to measure, since it is easily stopped and absorbed by a small amount of material, such as a sheet of paper. For this reason, it was imperative that we use an extremely thin end window G. M. tube. This window, undoubtedly, would absorb some of the radiation, but the more energetic particles would go through and be recorded on our amplifying system. At the conclusion of the experiment where we had sections of skin tissue to measure for radiation, we used the Q-gas counter. This type of instrument is especially adapted to measuring Carbon 14 radiation. The sample is placed directly in the tube, so as to eliminate any absorbing

material. If any radiation was emitted from the skin surface, it most certainly would be detected by the Q-gas counter.

Synthesis of Cetyl Palmitate with Radioactive Carbon 14

We purchase all our isotopes from the Atomic Energy Commission, Oak Ridge, Tenn. Isotopic Carbon 14 comes in the form of barium carbonate. The bottleneck in conducting an investigation with isotopic tinctures is found in the synthesizing of the tagged compound. In making these compounds, we are working with small quantities of material and special precautions should be taken. Our radiochemists wear surgical type gloves and a special respirator when working with radioactive carbon dioxide gas. The following is a general outline on the synthesis of the labeled compound used:



The radioactive carbon dioxide is generated from the barium carbonate purchased from the Atomic Energy Commission, by the addition of sulfuric acid. The complete synthesis was made in a closed system under nitrogen gas atomizer making use also of liquid nitrogen to freeze the Grignard reagent and the carbon dioxide gas.

Preparation of the Cream

We labeled modified USP cold cream with synthetic cetyl palmitate, containing Carbon 14. The composition of the modified USP cold cream was as follows, as based on 1000 grams:

Spermaceti wax, gm.	125
Beeswax, gm.	125
Sodium borate, gm.	5
Rose water, gm.	245
Distilled water, gm.	250
Mineral oil (replacing Almond oil), gm.	250

Application of the Cream and Counts *In Vivo*

The tests to determine the degree of penetration of the labeled spermaceti were made on animals. There was an important discussion as to the nature of the

*United States Testing Co., Inc. Reprinted from the Journal of the Society of Cosmetic Chemists, Vol. II No. 5, December 1951 p. 277.

* Denotes the radioactive Carbon 14, which was incorporated in the compound.

animals to be used. Finally, it was decided to select an animal which is widely used for the testing of cosmetics and other substances for the presence of primary irritants. This animal is the American chinchilla rabbit, which is a recognized breed produced by various breeders of laboratory animals in the country. The American chinchilla rabbit is the best test animal for testing the presence of primary irritants in all types of materials by intradermal injection. Its skin is very comparable to human skin for reaction to cosmetics and penetration by osmosis. Contrarily to the angora or to the albino rabbit, it is not hypersensitive to any cosmetics or chemicals, and, therefore, the results obtained on one animal are always reproducible on others.

Prior to the test all animals were freshly shaven and the cream containing the labeled spermaceti was applied on the skin of the animals by gentle massage, thus reproducing normal conditions of use of the cosmetics on the face. The duration of the massage was 1, 2, 5, 10, 20, and 30 minutes. Other applications of the cream were made by massaging the skin for half an hour and leaving the cream on the skin for another $\frac{1}{2}$ hour, 1 hour, $2\frac{1}{2}$ hours, $4\frac{1}{2}$ hours, and $6\frac{1}{2}$ hours. Consequently, penetration through the skin was studied after periods of time which varied from 1 minute to 7 hours. During the long applications, the animals were held in a special device where they could eat and drink leisurely, but could not remove the cream by friction or otherwise on any part of the holder.

Counts were made at the end of each period of application. First, immediately after the excess of cream had been thoroughly removed with sterile paper tissues and also after the skin had been thoroughly cleaned with a standard mild soap solution. All counts were made by means of an extremely thin end window G. M. counter.

Use of the Geiger Counter Tube

One of the most important instruments in work dealing with radioisotopes is the Geiger counter tube. In its simplest form, it consists of a tube, very similar to a radio tube, into which have been sealed two metallic terminals. One terminal runs along the side of the tube and the other through the center. The center wire is charged positively in respect to the side terminal, which is charged negatively. These terminals are attached to a high voltage source and filled with a suitable gas. When the Geiger counter is not in operation, i.e., no radioactivity is exposed to the tube, no electric current will flow across the terminals. But when a high energy particle enters the tube, such as an alpha or beta particle, ionization of the gas occurs and a pulse of current flows. This current is then amplified and can operate a mechanical counting device. Using this principle, this simple instrument is able to detect the presence of individual atomic particles.

At one end of the Geiger tube there is constructed a window, usually made of mica, through which the radioactive particles, can enter and be recorded. The thickness of this end window is expressed in milligrams per square centimeter of material. When counting weak beta radiation, such as we find emanating from the sample of Carbon 14, it is necessary to construct a mica window of extreme thinness, so that a good portion of the beta particles will enter. The thickness of this end window should, preferably, be less than 1 milligram per

square centimeter. The thicker the window, the greater the stopping power toward the weak beta particles and the lower is the counting efficiency of the tube for this particular Carbon 14 radiation.

Results of the Counts

High counts were obtained on the cream before application to the animal and on the skin of the animal itself. However, counts made immediately after the excess of cream had been removed with paper tissues were negative. No counts were obtained after any of the applications. No radiation was, of course, observed after the test skin surface had been cleaned with a standard mild soap solution.

Study of Biopsies

Skin sections, measuring one inch in diameter, were cut from one of the animals. The sections were mounted in white paraffin and quick frozen at a temperature of -195°C . in liquid nitrogen. The specimens were then mounted in a microtome and several longitudinal sections of 10 micron thicknesses were cut. The sections were then placed separately in a Q-gas chamber, and examined for the extent of radioactivity. There was no significant radiation emitted from the test surface. The counts were made of a portion of the skin tissue, and again no evidence of penetration of the tagged part of the cream into the skin was found.

Conclusion

This series of experiments indicate only one thing: that spermaceti as part of a cold cream does not penetrate the skin under normal conditions of use and also after periods of massage and application as long as 7 hours. For this reason these tests should be considered only as an introduction to the use of radioisotopes in cosmetic chemistry, and as an indication of the results that might be obtained by following the same technique on other types of cosmetics. This paper should be regarded as a preliminary investigation whose results will probably encourage further studies which will be of interest to cosmetic chemists and dermatologists. It should be borne in mind, however, that the use of radioisotopes is expensive, delicate, and that the interpretation of the results can be done only by technicians whose experience is based on the study of radioisotopes. The applications of radioisotopes are all new and there is no exaggeration in saying that new methods have to be devised every day, so that practically each type of compound is tagged with its own choice isotope and has a method of its own which gives better results than any other one. The purpose of this short presentation was to give cosmetic chemists the basic fundamentals on the use of radioisotopes in their field. We realize that the results described will not give you enough information on this important subject. We had planned to bring more data, but were unable to do so because other experiments we are now running on other types of cosmetics have not been completed yet. Very soon we will be in a position to make more valuable data available.

A company is judged by the men it keeps.—*Phoenix Flame.*

Stability of Cosmetic Emulsions

*The effect of some aromatic chemicals and essential oils
on the stability of cosmetic emulsions is varied. . . .*

Rose character destructive to triethanolamine emulsions

S. A. KARAS, Sc.D*



Dr. Stephen A. Karas

IN the course of several years' experience in manufacturing emulsions, it was found that the liquid emulsions of the O/W type behaved irregularly regardless of the rigid control of all ingredients except perfume. This effect could not be explained otherwise than to blame the perfume. It is generally known that perfume is quantitatively the smallest item in every cosmetic formula, its amount usually being 1 per cent or even expressed in the form *q. s.* (quantity sufficient) and is given last in the formula. Since the importance of a good cosmetic emulsion is evident, even the smallest item of the formula should not be overlooked in order to obtain satisfactory results.

In recent years many new ingredients have been pre-

sented to the cosmetic industry with technically elaborate data. However this data, as helpful as it is in improving the manufacture of emulsions, does not consider the entire specific task. For instance, none of this helpful data considers the effect of perfume upon the stability of emulsions. In emulsion literature, no one, to the author's knowledge, has pointed out sufficiently the action of perfume upon the stability of emulsions. In dealing with food emulsions, Corran (2) stated that the flavoring of mayonnaise does not exert any effect upon the persistence of emulsions. Berkman and Egloff (1), however, pointed out that the stability of an emulsion is determined by the coincidental action of various factors, such as the type of dispersion, temperature, pH values, viscosity, preservation, electrolytes, etc. Jannaway (3), writing on the stability of cosmetic emulsions, stated more specifically that all of the constituents of an emulsion should be carefully considered. After this clear statement by a cosmetic specialist, one would expect to find some reference to perfume. Furthermore, the same author, in writing on the perfuming of toilet preparations, considers many aspects of good cosmetic emulsions but not their stability in regard to perfume. He and others stressed the irritation of the skin by perfume, the discoloration of cosmetics, their preservation, the lasting quality of perfume, and other subjects; but there is no mention of the action of perfume on the stability of emulsions.

Let us now consider the effect of that last but not least important ingredient in the formula, perfume. It was noticed that the emulsions were superior when the perfume ingredients were controlled with care. By changing the ingredients in compounding the perfume or by having them supplied by an outside firm, the emulsions were thus often rendered unsatisfactory. In view of this fact, several experiments were performed which are outlined in the following discussion. Five different types of emulsions were made, and the effects upon them of 11 aromatic chemicals and 10 essential oils were studied.

In the following discussion, the word "separation" is synonymous with the word "breaking."

Summary of Experiments

To make the emulsions, the ingredients were those most commonly used in the cosmetic industry. The

* Republished from the Journal of the Society of Cosmetic Chemists, Vol. I, No. 5, page 374, 12, '49.

emulsion was the liquid O/W type made with surface-active agents and also two emulsifiers of natural origin, all favoring O/W emulsions. These emulsifiers were as follows:

1. Triethanolamine Stearate
2. Castile soap, powdered
3. Duponol ME (sodium lauryl sulfate)
4. Lecithin soybeans (phospholipid)
5. Gum Arabic (pentosan colloid)

The oils used were mineral and sesame. The aromatic chemicals and essential oils listed below were added separately to the five above emulsions. In so doing, 115 experiments were performed (21 perfuming ingredients added separately to each of the five emulsions thus resulting in 105 experiments and 10 controls not perfumed). In the dispersion of the oils, laboratory high speed Epenbach colloidal mills were used.

Aromatic Chemicals

1. Phenylethyl Alcohol
2. Hydroxycitronellal
3. Terpineol
4. Benzyl Acetate
5. Linalyl Acetate
6. Geraniol
7. Linalool
8. Benzyl Alcohol
9. Methyl Ionone
10. Amylcinnamic Aldehyde
11. Methyl Anthranilate
12. Control not perfumed

Essential Oils

1. Geranium
2. Bergamot
3. Lavender
4. Orange (sweet)
5. Patchouly
6. Vetiver (Bourbon)
7. Sandalwood
8. Neroli (Bigarade)
9. Rose de Mai
10. Ylang Ylang
11. Control not perfumed

Experiment I—Emulsions with Triethanolamine

- 50 gm. Triethanolamine
- 150 gm. Stearic Acid (triple-pressed)
- 3000 cc. Distilled Water

These three ingredients were saponified by bringing the temperature to 100° C. for one hour. After this had been done, the final emulsion was made with the following:

- 300 cc. of the above solution
- 100 cc. Mineral Oil (sp. gr. 0.845-0.855)
- 100 cc. Sesame Oil
- 5 cc. Aromatic chemicals or essential oils

After dispersion for 15 minutes, each of the prepared 100-cc. emulsions was put aside for observation. Immediate separation was noticed with Phenylethyl Alcohol and Hydroxycitronellal. After five days breaking occurred with Linalool, Amyl Cinnamic Aldehyde, Terpineol, and Methyl Ionone. In the case of Methyl Anthranilate, discoloration appeared on the top of the emulsion; and only slight creaming took place.

In using essential oils in the same manner, breaking occurred in the following order: the first to separate was Rose de Mai; second was Geranium; third was Lavender and Sandalwood; fourth was Neroli; and fifth was Ylang Ylang. After four days, emulsions with Bergamot, Orange, Patchouly, and Vetiver did not separate. The controls without perfume remained stable for five days.

Experiment II—Emulsions with Castile Soap

- 300 cc. Soap and water solution (294 cc. distilled water and 6 gm. powdered soap)
- 100 cc. Mineral Oil
- 100 cc. Sesame Oil
- 5 cc. Aromatic chemicals or essential oils

These ingredients were dispersed and stored as before. After one day's standing with Methyl Anthranilate, the oil floated to the top; creaming occurred, and there was a yellow coloration. After two weeks the oil separated from the water in all samples. In general, soap was found to be satisfactory as an emulsifying agent for all synthetic chemicals with the exception of Benzyl Alcohol which destroyed the emulsion. The soap emulsions with the essential oils lasted for more than 24 hours. The control without perfume withstood breaking for five days.

Experiment III—Emulsions with Duponol

- 300 cc. 0.5% Duponol ME water solution
- 100 cc. Mineral Oil
- 100 cc. Sesame Oil
- 5 cc. Aromatic chemicals or essential oils

After dispersion, the effects noted were as follows:

In all cases the Duponol solution produced slow breaking. After two hours, the sample with Hydroxycitronellal was slightly separated; and after two days, there was complete separation. The experiments with essential oils resulted in satisfactory stability. The emulsions were as stable as the control. Consequently the essential oils did not produce any noticeable effect upon the stability of the Duponol emulsions.

Experiment IV—Emulsions with Lecithin

- 100 cc. Mineral Oil
- 90 cc. Sesame Oil
- 10 gm. Lecithin soybean dissolved at 70°C. in the two oils
- 300 cc. Distilled water
- 5 cc. Aromatic chemicals or essential oils

The emulsions with Phenylethyl Alcohol and Hydroxycitronellal were superior and lasted for five days. Emulsions with Linalyl Acetate, Geraniol, Linalool, Benzyl Alcohol, and Methyl Ionone were only stable for two days. Separation was immediate with Amyl Cinnamic Aldehyde and Methyl Anthranilate. The emulsion with Bergamot lasted five days as long as the control. The samples with other essential oils were stable only for two days.

Experiment V—Emulsions with Gum Arabic

- 300 cc. 5% Gum Arabic water solution
- 100 cc. Mineral Oil
- 100 cc. Sesame Oil
- 5 cc. Aromatic chemicals or essential oils

After emulsification, immediate separation was noted with Hydroxycitronellal and Benzyl Alcohol. Discoloration occurred with Methyl Anthranilate, and creaming was observed. Amyl Cinnamic Aldehyde and Methyl Ionone separated after three days. The emulsions in the controlling bottle lasted five days. The essential oils did not cause separation of emulsions with Gum Arabic.

Explanation of Table 1

1. Emulsions with Triethanolamine Stearate without aromatic chemicals lasted five days. With the addition of Phenylethyl Alcohol, Hydroxycitronellal, and Geraniol, their life was short, less than one hour. With the remaining aromatic chemicals, the emulsions stood for



To the cosmetic research chemist the mysteries of the science are a fascinating and unending challenge

five days. Note the shortening of the life of the emulsions under the effect of the three chemicals.

2. The life of the emulsions with soap was lengthened from two to more than seven days by all the aromatic chemicals except Benzyl Alcohol and Methyl Anthranilate.

3. The life of the Duponol emulsions was shortened to two days in comparison with four days in the case of the control. The Hydroxycitronellal separated the emulsion after two hours. The life of this emulsion was shortened to two days with Linalyl Acetate, Geraniol, Linalool, Benzyl Alcohol and Methyl Ionone. No effect was observed with Phenylethyl Alcohol and Hydroxycitronellal.

4. The Gum Arabic emulsions were broken by Hydroxycitronellal and Benzyl Alcohol.

Explanation of Table 2

1. The life of the Triethanolamine emulsions with Geranium, Lavender, Sandalwood, and Rose de Mai was short, lasting only two hours. This is similar to the aromatic chemicals of a rose character such as Phenylethyl Alcohol, and Geraniol.

2. The soap emulsions with most of the essential oils were unstable contrary to those with aromatic chemicals. The life of the soap emulsions was shortened from two days to less than one hour.

3. The emulsions with Duponol were not effected by the essential oils under consideration.

4. The emulsions with Lecithin were somewhat less stable than the control.

5. The essential oils did not affect the Gum Arabic emulsions.

Discussion

In common practice, the compound for perfuming the emulsions is always a mixture of 50-75 per cent aromatic chemicals and 25-50 per cent essential oils. However, sometimes only one or a few aromatic chemicals or essential oils are used. Because of the variety of the character of the perfuming ingredients, one ingredi-

ent may disturb the emulsion; the other may tend to stabilize it with the result that emulsion stability has not been affected. But this is a very rare coincidence on which the technician should not count. The experiments performed show that the matter is more complicated because of the great variety of the emulsifiers as well as of the ingredients of the cosmetic emulsions. The safest recommendation is to study the ingredients of the perfume used especially when the liquid-type emulsion is made. There is an obstacle, however, in the practical application of this recommendation because the perfumes are often being supplied by outside concerns which naturally consider the composition of their products a trade secret. Consequently this point will involve much controversy.

Conclusions

1. It can be stated that in most of the experiments, both aromatic chemicals and essential oils had a varied effect on all five types of emulsions by often shortening but less frequently lengthening their life.

2. It seems that the rose character of both aromatic chemicals and essential oils was destructive to the Triethanolamine emulsions.

3. Hydroxycitronellal is most destructive to the three types of emulsions.

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Good salesmen are getting expensive and rare so more and more business men are turning to advertising to do their doorbell ringing for them. They are using advertising as a marketing machine to help salesmen produce more. Used correctly advertising never costs money; it saves money—it makes money—John D. Yeck.

Effects of Sunlight

DR. ERNEST OHLSSON

IN glancing over the article by Dr. Traub in the April issue of *The Perfumer*, "Good and Bad Effects of Sunlight," my first thought was that it was intended to be humorous, casting a reflection on the numerous contributions regarding the effect of sunshine on the human body. However, upon going over it in a more careful fashion, I decided that it was meant to be a serious scientific paper despite the numerous misstatements it contained. In my opinion, some of these erroneous statements should be corrected, as some of your more credulous readers may believe them.

Dr. Traub refers to Angstrom units as energy received from the sun, when in reality the Angstrom unit is only the linear measurement of the wave length. He goes on to say that normal sunshine consists essentially of rays having wave lengths of from 2,400 to 4,000 Angstrom, and that scientists are rather vague as to where the visible spectrum begins and ends. Any text book on physics will give the exact figures of the solar spectrum as it reaches the earth, the lower limit being somewhat above 2,900 Angstrom and the upper limit in the region of 90,000 Angstrom, the visible spectrum being confined between 3,900 and 7,600 Angstrom.

I agree that the extent of the burning and tanning regions has not been definitely established on the solar spectrum. This has been very convenient for the sun screen manufacturers, as each one could fix this at will to suit his particular screen. The consensus of opinion, nevertheless, is that the burning as well as the principal tanning region lies below 3,300 Angstrom. However, erythema as well as tanning have been observed on wave lengths up to and including 4,000 Angstrom—the tan resulting from exposure to the sun being nature's way of building up resistance to and neutralizing injuries caused by excessive exposure to the sun.

It is also stated in the article that it makes no difference whether a person is a blonde or redhead so far as his or her susceptibility to sunburn is concerned, but that the color of the eyes is a determining factor as to susceptibility. Of course, we all know that the type of skin associated with blonde or red hair and blue eyes is the most susceptible to burns. Yet, in view of the very extensive use of hair-coloring preparations at the present time, Dr. Traub may be justified in not using the hair coloring of any individual as a guide; eyes at least cannot be colored artificially.

Manufacturers' Rights and F.D.A. Inspection

THE United States Court of Appeals for the Ninth Circuit, on February 13th, in the case of *Cardiff vs. U.S.A.*, decided that the Federal Food, Drug, and Cosmetic Act does *not* require manufacturers to grant permission to U.S. Food & Drug Administration inspectors to enter and inspect their plants.

The U. S. Food & Drug Administration has announced it will recommend to the Solicitor General that this adverse decision be appealed to the U. S. Supreme Court. If the Federal Circuit Court's opinion

is upheld by the Supreme Court, the Food & Drug Administration will have to ask Congress for an amendment to clarify Section 704 of the Food, Drug, and Cosmetic Act by including in that section a provision that the refusal to permit entry or inspection constitutes a criminal offense.

Cardiff had appealed a lower federal court conviction on the ground that Food & Drug representatives can enter and inspect *only* after requesting and *obtaining permission*.

The Court disagreed with FDA's contention that while Section 704 requires Food & Drug inspectors to ask permission to enter and inspect a factory, Section 301 (f) compels the factory owner to grant such permission by making refusal to do so a criminal act.—*N.B.B. M.A.*

Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1950 and 1951 and also the collections for the months of 1952 so far issued are given in the table following:

		1951	1950
January	\$11,547,853	\$12,255,363	\$ 9,836,052
February	14,338,420	12,867,842	11,654,681
March		8,534,569	6,811,063
April		5,746,348	6,985,099
May		9,293,461	8,316,993
June		8,622,275	8,136,742
July		8,901,311	7,965,373
August		10,252,706	9,671,335
September		7,698,854	7,542,472
October		9,365,932	7,900,314
November		8,916,488	8,159,612
December		8,974,245	7,781,091

Women have their beauty secrets and men have their secret beauties.—*The Cynic.*



"A smart new campaign for our hundred dollar an ounce perfume is an 'I like it because . . . ' contest?"



The Editorial - "WE"

A Government View of Fair Trade

WE call to the attention of our readers, and particularly those who are interested in the subject of fair trade (as are most cosmetic and perfume houses, we believe) the statement by Secretary of Commerce Charles Sawyer on this subject. Mr. Sawyer, speaking on behalf of the Department of Commerce, found "that the case against fair trade is more theoretical than real; that fair trade is beneficial to small business; that facts regarding its causing higher prices in total are unconvincing; that monopoly does not result from fair trade laws; and that fair trade laws have a stabilizing influence on the economy." The entire statement, of which the above is merely the conclusion, elaborates on these matters in greater detail, and warrants further study. Aside from the minor matter that we are prone to think of the Administration (whether New Deal or Fair Deal) as being against fair trade, the arguments and conclusions of Mr. Sawyer should be further publicized in order to dispel the impression that the price-cutters are the true friends of the small consumer. We deeply suspect that fair trade has had a rather poor course of public relations and that the most important individual concerned, Mr. John Q. Public, would be much friendlier to the concept if opinions and arguments like those of Secretary Sawyer became better known.

Atomic Energy and Cosmetic Research

HOW closely interrelated are the various fields and phases of chemical research. Out of the studies of atomic energy come tracer chemicals that lead to new information on cosmetic absorption, and eventually, we trust, to new advances in the formulation of cosmetics. And now there comes our way an announcement that

Emery Industries, Inc. has completed a research program for the first large-scale use of ozone in a chemical process industry. Through a process of ozonolysis, Emery will produce large quantities of azelaic and pelargonic acids, which are usable in a variety of industries, including particularly synthetic lubricants for both military and civilian use. However, it is pelargonic acid that will attract the chief attention of the perfumers. A constituent of several essential oils, the acid may not only find usage in the building up of simulated oils, but as it becomes available at cheaper prices and in larger quantities, its derivatives, and particularly the esters, already in use, may very well grow in popularity during the years to come.

Frontiers for Odor-Flavor Research

NO one need belabor the point that odor and flavor are closely related, and no one has given greater recognition to this essential unity than *The American Perfumer*. That the problems encountered by perfume, cosmetic, and confectionery companies are in any way related may seem, on first glance, quite far-fetched, except insofar as all companies, all industries, are involved in struggling with not dissimilar questions. But it is particularly in the evaluation of odor and flavor that a candy manufacturer and a toiletries maker might share their experience and work out a program in common. It is in this spirit that we call to the attention of all of our readers an address recently delivered before the American Association of Candy Technologists. The speaker, George Gelman, is vice-president and general manager of Vico Products Co., makers of yeast preparations and vitamin concentrates, and his subject is described in the title: "Organoleptic Panels—Purposes, Objectives and Procedures." Quite properly, Mr. Gel-

man draws a line of distinction between the sensory difference panels and the consumer preference panels. The former is concerned with the detection of small differences in quality factors, whereas the latter gives an indication regarding the significance of differences on the acceptability of a product. It is interesting to note that eight different test methods to detect differences have been described in the literature and, although these descriptions have usually appeared in food journals, they are equally applicable to odor and perfume problems. The perfume manufacturers (and their suppliers) who study these methods cannot help but welcome a tool that will permit them to establish as a scientific fact that a change in formulation, for example, can or cannot be detected by the average human nose.

A Monumental Work on Essential Oils

THE appearance of the sixth and final volume of the series by Dr. Ernest Guenther, "The Essential Oils," concludes a herculean task that has been long awaited and deeply appreciated. Almost four thousand pages describing literally thousands of essential oils, and offering tens of thousands of physical and chemical constants, are supplemented by authoritative discussions that range from the analysis of essential oils to the history of their production. Yet it is not merely the completeness of a work that was so direly needed for which the industry must be thankful; it is not merely that it combines, as rarely does a scientific tome, the technically valuable with the industrially practical. More than that, because this work is a culmination of thirty years of study in the field, it has an authoritativeness that goes beyond the previous studies of essential oils, the works of Gildemeister and Hoffmann, Charabot and his collaborators, and Parry. By travelling to the far corners of the world and into every land where plants are grown for their perfume oils and where oils are distilled, Dr. Guenther has been able to provide accurate information of production methods, devoid of the glorification and exaggeration that comes of a story told second or third-hand. Surely he has seen and analyzed more true and unadulterated oils than has anyone before him. That his books will become the

classic in the field almost goes without saying; more than that, this is one of those unusual moments when it can be predicted with confidence that a work that has just appeared is already the accepted source of authority. We can only hope and suggest that some means will be found for the issuance of supplements, perhaps once every year or two, that will summarize all of the new information published in the scientific journals or otherwise available to the author.

S.C.C. Bestows a Deserved Honor

AT the recent meeting of the Society of Cosmetic Chemists, an honorary membership in that organization was awarded to Mr. J. L. Thomson. A familiar figure at the meetings of the various cosmetic and toiletry groups in the United States, Mr. Thomson is an official of the government of our Northern neighbor. As head of the Cosmetic and Color Section of the Food and Drug Division of the Department of National Health and Welfare of Canada, he is an unusually important link between the cosmetic industries of two countries. In honoring Mr. Thomson, the Society of Cosmetic Chemists has shown good judgment, and has made a definite contribution toward cementing the excellent relationships between the cosmetic chemist of this country and of Canada. It is particularly fitting, in our opinion, that a group which had extended its honorary membership to the chief of the Cosmetic Division of the Food and Drug Administration in the United States should demonstrate its international character by granting the same recognition to the man holding the similar position in Canada.

Sound Procedure for F.T.C.

WE heartily applaud some recent remarks of Federal Judge Calvin Chestnut, who in a case of alleged adulteration and misbranding of oysters, took to task the Food and Drug Administration for bringing the supposed violators into court, rather than advising them on the proper interpretation of the law. It is true that the Food and Drug Administration has seen fit on occasions to give such advice, but we know that many difficult, time-consuming, and money-consuming cases could be avoided by alleged transgressors who do not wish to be at all in-

transigent or adamant, but who are seeking the best way to function under a law which is indubitably open to conflicting interpretations by people of good faith. In fact, we wonder if there is not some need to extend the remarks of Judge Chestnut to cover other agencies of law enforcement, not only Federal but state and municipal, where authoritative interpretations of the laws being administered could be given without recourse to the courts, the latter to be used only for wilful or repeated violations in the face of such interpretative remarks, or by those companies that wish deliberately to challenge the interpretation given or the right, under the law, for the body giving it to do so.

Physiology of Olfaction

THERE is an important and lively little journal, a contemporary of ours which we follow with great interest and about which we will unquestionably report from time to time. It is the *Indian Soap Journal*, and in its issue of February, Prof. P. B. Sen, entering where others have feared to tread, writes an article on the physiology of olfaction. Professor Sen, who is of the Physiology Department of Calcutta University, contributes a stimulating discussion to this subject, reiterating some of the known and widely accepted facts. He calls attention particularly, as did Dr. Dean Foster here in the United States, to the confusion between pure odorous stimuli and trigeminal irritation. Dr. Sen states that there are many sensations "which are not olfactory in the true sense, but are caused by stimulation of the trigeminal nerve endings in the nose. This may give rise to such sensations as are obtained with nitric acid fumes, pepper and peppermint." But then he goes on to make what was, for us, a rather astonishing declaration: "True olfactory sensation is usually associated with milder reflexes such as salivary and gastric secretion." All in all, Professor Sen's contribution should add considerably to the thinking, but like much of the other work on this subject, one must sift the authoritative opinion from the established fact. For instance, many will wonder whether it is actually "well known that different races have characteristic body odors," or whether this is part of a myth created by widespread thinking in terms of stereotypes, as declared the great

sociologist, Myradal, and as most anthropologists state with considerable certainty. Incidentally, this would be an interesting question for an university or commercial research project.

Numerical Evaluation of Odor

SPEAKING of odor, there comes to our desk the reprint from our esteemed contemporary, *The Perfumery and Essential Oil Record*, a paper by Beets and van den Dool entitled, "The Numerical Evaluation of Odor." Not an odor classification system, it is rather a method to determine numerically and express in statistically exact figures the standard group of samples for any product, and the degree of deviation from such samples. The calculations are worked out for one example, namely *alpha*-amyl-cinnamic-aldehyde. The statistical method of Beets and van den Dool has not yet been discussed by other observers, and whether their results are reproducible remains to be seen. Nevertheless, their paper is one of the most challenging beginnings in this field that has come to our attention, and we would be particularly interested in learning whether the firm with which these scientists are associated, Polak and Schwarz in Holland, has found their system to be sufficiently practicable, economical, and reliable and has therefore installed it for the quality control of their own products.

A Woman Betrays Herself

IT appeared on a cover of a recent issue of *The New Yorker*, and we cannot help but feel that, in its own way, it was a testimonial to the power of cosmetics, to the place of this "luxury" (!) in the mind, thinking, habits, and customs of female America. A French poodle, beautifully groomed, had just been granted the highest award at the show, and was about to be photographed. Loving cup, blue ribbons, and incidentally the owner herself were all on hand, surrounded by a bevy of photographers. All are ready, except that the lady, so proud of the appearance of the dog, is frantically motioning to the photographers to hold the flash until she readies herself. In her hand there is a lipstick, and on her face there is the betrayal of utter dismay lest she be photographed before she has had a chance to apply the red tint to her lips.

NEW PACKAGING and PROMOTIONS

CHARBERT is tying in its men's line, "Of Thee I Sing," with the current New York revival of the identically named show.

BYMART-TINTAIR will enter its line in the Canadian market, with Phel-Wood Distributors, Ltd. as the manufacturer and distributor.

MAX FACTOR is launching Color-Fast lipstick with a gigantic localized national advertising campaign. Large two and four color space in over 66 Sunday newspapers is now being followed by local tie-in advertising. The product, which comes in eight shades and is claimed to contain up to four times as much lanolin as other leading lipsticks, sells for \$1.10. A Father's Day promotion has been scheduled for the Signature men's line. A Max Factor Girl, to be selected from photo-



Factor's Color-Fast lipstick

graphs of coeds, will be named on June 1. The awards in the contest will total \$5000 in value.

LIQUINET CO. will introduce Twurl, hair conditioner to combat brittleness, in Cincinnati, Cleveland, St. Louis, and Pittsburgh, following successful Detroit tests.

MARCELLE COSMETICS has added Flair, a new pink shade, to its hypo-allergenic nail lacquer line.

MARY CHESSE is completing distribution of its new Overnight Bag, containing a removable mirror, liquid foundation, lubricating and cleansing creams, skin lotion, face powder, and empty lipstick and rouge containers for filling. Constructed

of leather and like a box, with a key to lock it, it retails for \$47.50. Chess Custom-Made rouge sells for \$1. As part of its annual toilet water promotion, a 4 oz. bottle will sell for \$1.50 instead of \$2.75; the atomizer for 75 cents instead of \$1.

CHLOROPHYLL: Stanley Drug Products Co. is testing Femeze, a new chlorophyll deodorizing product claimed to relieve women's pain, in 11 western states. Iodent Chemical Co. is test marketing Chloro Plus A, a chlorophyll dentifrice, in Detroit, Grand Rapids, Dayton, Toledo, and Cleveland. Sitroux Inc. will introduce Clorol, a chlorophyll toilet tissue, in New York with newspaper advertisement, following Buffalo tests. DePree Co. will undertake a newspaper, magazine, spot radio and television advertising campaign in behalf of Nullo chlorophyll tablets. QA Labs, is reported to be ready to introduce QA chlorophyll rectal suppositories in midwestern and southern markets. Larus & Bro. Co. will introduce a new chlorophyll cigarette. Beech Nut Packaging Co. is testing Beech Nut chlorophyll gum in several upstate New York areas. Morton Salt Co. is launching a salt-containing chlorophyll toothpaste. Amm-i-dent will introduce a chlorophyll toothpowder, said to be the first such product. Amm-i-dent chlorophyll toothpaste is in the middle of a two months' \$2,000,000 newspaper, radio, and TV campaign. Mary Chess will market a deodorizer chlorophyll lotion, \$1.50 per 8 oz. bottle, June through September.

A. R. WINARICK, INC. offers Jeris Fore shave lotion in a three-unit folding Gair carton in four colors with a Scotch plaid sports design. A special combination offer of a free bottle of Fore with each purchase of Jeris hair tonic comes in a separate Gair display sleeve.

REVLON is introducing Nail Builder at a reduced price. The \$2 set for problem-type nails is \$1.75, the \$1.75 set for normal-type nails is \$1.50. Indelible Creme lipstick, a \$1.10 retailer, comes in 17 colors.



Faberge line with fashion motif

FABERGE is spring promoting Straw Hat, a line consisting of perfume, cologne, bath powder, and bath perfume. Packaging is characterized by straw and red linen.

BILLIN-WONDERSTOEN CORP. is repeating its annual summer promotion (June through August) featuring its \$3 Arms and Legs Stoen at \$1.50, employing national advertising.

ALMAY, a Schieffelin & Co. division, is marketing a new non-irritating nail polish at 60 cents per 1/2 oz. bottle, and a remover at 40 cents per 2 oz. bottle.

ALFRED D. MCKELVY CO. has added Stavo, new spray deodorant and anti-perspirant, to its Seaforth line of men's toiletries. Packaged in a bright red, unbreakable squeeze bottle, it sells for 59 cents. Advertising will appear in five national magazines.

LAMBERT PHARMACAL CO. offers two 45 cent tubes of Listerine toothpaste for 59 cents. A floor stand replica of this 'Thrifty-Pak' is being distributed.



Colgate Veto display

COLGATE-PALMOLIVE-PEET CO. is now selling its new Veto Spray Deodorant on a nationwide scale. It is backed by a huge newspaper, television and radio campaign.

HIRESTRA LABS., INC. is introducing Endocrine hormone oil, at \$3.50 per two ozs.

BARBASOL is undertaking a \$5000 monthly baseball contest.

LEO MANN is marketing gold-plated Rainbow Atomizer, in an orchid gift box, at \$1.

ESTE LAUDER is introducing Wardrobe of Powders, four for \$5.

AZIA will introduce Bright Eyes eye drops in three spray bottles, at \$1.25.

RAPIDOL DISTRIBUTING CORP. is marketing Blensol Preparatory Shampoo for dyed and tinted hair. An eight oz. bottle retails for \$1.

NESTLE LEMUR introduces Hyperoxide, for use with home hair coloring products. The price is 25 cents per 4 ozs.

YARDLEY has added Bright Red, at \$1, to its lipstick line.

LEON C. SPEIER offers his most popular French type perfumes in a new 1/4 oz. size at \$1. Self-service display stands are supplied free of charge.

RILLING-DERMETICS' one piece bevel-lock constructional frame window display for Rilling Professional waves won first prize at the second National Offset Lithographers Awards Competition sponsored by the National Assn. of Lithographers.

NIL-O-NAL CORP. is distributing—largely through mail orders—Nil-

O-Nal (lanolin spelled backwards). Containing lanolin, chlorophyll, and vitamin D, the product is claimed to be, among others, a hair conditioner, a dandruff remover, a complexion treatment, and a deodorant. It is also said to relieve sore feet.

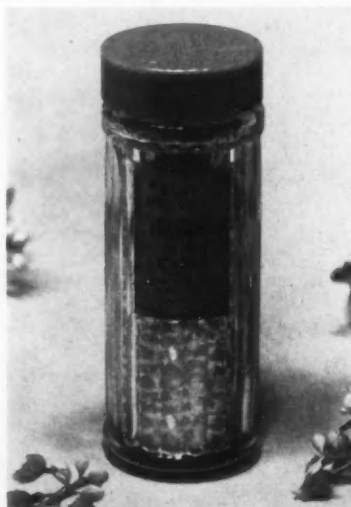
TONI CO. will spearhead its multi-million dollar advertising program for Prom Home Permanent with a \$500,000 insertion schedule in metropolitan dailies. The product, introduced less than eight months ago, is claimed to be the third leading home permanent.

JULES MONTENIER will undertake a newspaper and magazine advertising campaign for Stopette.

HELEN PESSI, INC. has added stick cologne to its Little Lady line. Packaged with a 2 oz. bottle of toilet water it sells for \$1.50.

SHULTON, which sold well over 1,000,000 units of stick colognes last year since their introduction in June, will undertake a full-scale, four-color advertising campaign, using 10 national magazines. Counter display material will also be distributed.

COTY has added solid cologne, at \$1.25, to its Muguet des Bois line. A Muguet des Bois Papier Sachet will be given free of charge with every item in the line, which also



Coty Muguet des Bois cologne stick

includes perfume, toilet water, talcum and face powder.

TATTOO offers Island Mist, new cologne deodorant in a blue squeeze bottle, at 49 cents.

DOROTHY GRAY will undertake a national advertising campaign for its newest hormone face product, Remoldine, on Labor Day. The product is currently being promoted through newspaper advertising in 14 cities.

STERLING DRUG CO. will employ a newspaper and radio advertising campaign to introduce a special 63 cents combination package of two 50 cent size tubes of Phillips tooth paste.

TUSSY will introduce a men's gift set, containing two oz. bottles of aftershave lotion and cologne for men. In square-cut bottles packaged in red with an enamelette tray, the combination will retail for \$1. Also new are three summer fragrances, to be marketed in June. In eight ounce square-cut bottles, they will



Tussey fragrance series

sell for \$1. As stick colognes, packaged in spirally ridged anodized aluminum with black polyethylene plug, they will sell for 59 cents. Fragrance Trio, a gift set of 2 ozs. each of the three liquid colognes, will sell for \$1.25.

ELIZABETH ARDEN is promoting Lipstick Duets in the British market. Theme of the drive—aimed to sell two in place of one—is that dual use of lipsticks permits the artistic use of one color over the other. Coming in four pairs, each can be used alone, or with its duet, or with any other.

POND'S EXTRACT CO. is shipping cartons of Hankies, their new specially treated handkerchief tissue, in matching green and red corrugated Gair containers.

LEVER BROTHERS CO. recently introduced Shadow Wave, its new home permanent, in New York with the search for Cinderella Shadow Wave, attracting newspaper and television publicity.

DAGGETT & RAMSDELL introduces aftershave lotion and a black plastic bowl of shaving soap in red gift package, a \$2 combination, at \$1.50. A 3½ oz. jar of Perfect deodorant cream, a \$1 retailer, sells for 69 cents.

HOUBIGANT is introducing a toilet water and stick perfume combination. The firm will continue its advertising campaign of Chantilly Liquid Skin Sachet, using national magazines and 192 newspapers, through June.

PERI CO. introduces Powder Palette for personal blending of powders. Constructed of acetate, it comes with six shades, a blending box, and measuring scoops.

LUCIEN LELONG is distributing All Three, cologne, stick cologne, and



Gourielli's Perfumette

one dram purse size flacon, has a gold cap circled by a double ring of blue brilliants. Swivel Cologne Stick, slightly larger than a lipstick, comes in a blue plastic container with silver cap. The swivel works automatically. Moonlight Mist soaps are packaged three cakes to a \$2.50 box.

JOHN H. BRECK, INC. asserts that its shampoo sales have increased five-fold in the last seven years. Its 1952 advertising campaign will embrace national magazines, its three-dimensional dioramas in New York and Boston railway stations, and cards. The firm will introduce Cream Treatment, for use on dry, over-permanented or over-bleached hair following shampooing, largely through beauty shops. Two new hexachlorophene baby products, skin powder and soap, are currently being marketed in drug and department stores.

CUTICURA will concentrate two-thirds of its advertising budget on radio spot, the remainder largely on small space newspaper advertising. The concern recently attracted wide-spread publicity when it was revealed that two-thirds of the net profit over the past three decades, amounting to \$30,000,000, were given to charity, in accordance with the will of former president George R. White. This policy will not be exploited by advertising.

HELEN PESSL intends to continue its Little Lady birthday parties promotions with parties to be arranged in every major city. The promotions, first held in October and November in eight department stores,

center around the Happy Birthday Little Lady package, a cardboard container in the form of a birthday cake, containing a candle-shaped bottle of toilet water. The concern also provides sample toiletries and cooperative advertising. Arrangements for entertainment and refreshments are made with other concerns. Stores provide two advertisements with a minimum space of 300 lines each, Pessl window and counter displays, issue invitations, and keep in touch with the local press. Parties are open on a ticket basis to girls from 3 to 10 years old, and to their parents.

GUEST PAC CORP. is distributing Guest Pacs, containing drug and toiletry sample products, to more than 200 hotels for free distribution to their guests. Supplying manufacturers pay up to three cents per sample, with lower fees for large quantities. The Guest Pacs, in turn, are sold to hotels for 17 to 20 cents each. Approximating the size of a pocket-book, design and color of the packages are different for each hotel. The kits come in three forms: for men, women, and for husband and wife, the latter called the Mr. and Mrs. kit. In its one year of operation the firm has distributed more than a half-million packages. Among the advantages claimed for the manufacturer is that the sample is presented under the most favorable possible condition, and for the hotels, that the package reduces souvenir losses.

CHARLES OF THE RITZ is introducing Lipstick Wardrobe shade samplers, in five 24-applications books and ten 9-applications books at \$1.

GEORGE W. LUFT CO., INC. is distributing Tangee Miracle Make-Up display. A double sided tent-fold shipping display carton, it is packed with 24 39 cent bottles.

Tangee Miracle Make-Up display



Lelong All-Three set

perfume packaged with an instruction booklet. It sells for \$3.

PROCTER & GAMBLE CO. is distributing Drene shampoo in a new flat refillable plastic bottle. It retails for 98 cents. The product will also continue to be available in a glass bottle.

CHRISTIAN DIOR is promoting a special one ounce Miss Dior or Diorama flacon at \$22.50 for gift, travel, or refill for the matching atomizer.

CHERAMY has added a purse-size stick perfume to its April Showers' fragrance line.

SARDEAU is introducing Suspicion, a solid cologne in a ceramically decorated glass container. It sells for \$1.25.

GOURIELLI is promoting its Here's How and Sport of Kings men's lines for Father's Day. The firm is introducing three new Moonlight Mist items. Perfumette, a clear glass



President Rubin extends a Welcome to Leaders in Fragrance

Fragrance Sales Increasing

Twenty million women now use fragrance — Aim of Foundation is to get 28 million more women to use fragrance products

The goal of the Fragrance Foundation is to develop just as much consciousness of personal fragrance as fashion now enjoys, Samuel Rubin, president of the foundation declared at its third annual meeting in New York, April 24. "Then," he added, "the perfumer's art will be part of the daily life of everyone in this country and Canada." The aim of the Foundation is to educate the American public on the use and pleasures of fragrance products.

The Foundation has made some very effective first steps by establishing its identity and stimulating interest in fragrance according to the impartial appraisal of its activities by Arthur A. Schmidt of Public Relations Management Corp. "It is estimated," he said, "that the Foundation has increased the fragrance market by \$3,000,000 since 1949."

Dr. Elinor Barnes of the Psychological Corp. explained what a psychological study of consumer habits can mean to the fragrance industry.

Frazer Sinclair, treasurer gave a favorable report on finances.

Mrs. Miriam Gibson French, executive director, gave four points to emphasize that the Foundation had not reached the saturation point: The increase in quality and quantity of fragrance information going to the public; increased requests for special material; revitalized Summer promotions; and important promotion tie-ins with other industries. She concluded by saying that 20 million women in this country are using fragrance and that the objective of the Foundation is an additional market of 28 million women who are not now using perfume products.

All of the officers were re-elected as follows:

President, Samuel Rubin, Faberge Inc.

Vice President, H. Gregory Thomas, Chanel, Inc.

Treasurer, Frazer Sinclair, Pope Pub. Co.

Secretary, A. L. van Ameringen, van Ameringen-Haebler, Inc.

Directors for three year term: Jean Despres, Coty Inc.; J. I. Poses, Parfums D'Orsay; Russell Rooks, Avon Products, Inc.; John Wilde, Caron Corp.



President Samuel Rubin

Directors for two year term: Joseph Danilek, Mary Chess, Inc. Director, one year: Richard Salomon, Charles of the Ritz; and Fred E. Shoninger, Antoine Chiris Co.

The following previously elected remain on the board of directors: Oscar Kolin, Helena Rubinstein Inc.; Pierre Harang, Houbigant Sales Corp.; Philip S. Smith, Yardley of London, Inc.; Benson Stoffer, Parfums Corday Inc.; and J. S. Wiedhopf, Parfums Ciro Inc.; Joseph Keho and S. L. Mayham are automatically on the board.

The meeting was well attended.



A part of the Record Attendance at the Third Annual meeting of the Fragrance Foundation

WHAT THE

RETAIL BUYERS REPORT

Spring Opening Slow; Buyers Still Expect To Match Last Year's First Half Total

JEAN MOWAT

Chicago—Cosmetic sales are expected to pick up this month, in spite of a slow spring opening. Buyers steadfastly maintain that turnover in the first half of the year will equal that of the same period last year. Thus far, though, pink—in nail polish and in powder—was the only feature attracting customers. "We have to roll up our sleeves for every order we get," one buyer commented.

Suburban Distribution Poor

There have been quite a few complaints from buyers about lack of support from manufacturers. Suburban buyers claim that the larger stores in the major shopping areas in the city have the first fling at new lines, especially at fringe items. There appears to be some foundation for that complaint.

Buyers also wonder whether salesmen follow through on requests. Coming down to a specific complaint, a nationally known house brought out a new product and sold it to a suburban buyer with promises of tiny samples for saleswomen, display and merchandise, as well as sales information.

By late Saturday, nothing had arrived and the sale was nationally presented by the house in the Sunday papers. This store had no information, samples, or merchandise! Customers flocked in and there was nothing to offer them, and not enough was known about the product to conduct a conversation. Where possible, sales were switched to other lines that offered a similar product.

"When we buy a line from such a house we certainly expect that the promises for display and merchandise as well as information will be forthcoming," said the buyer. "It was costly to the firm and also to us for we had to switch business from one line to another."

Centrally located stores suffer from parking problems and competition from supermarkets on standard lines. The parking prob-

lem in all of the major cities of the Middle West is so acute that women are buying staples in their own neighborhoods, or in the nearest shopping center. This boost in suburban marketing is accompanied by distribution problems.

Fringe lines are growing in importance, thanks to their novelty and price appeal, but suburban distribution is poor.

"You have no idea how hard it is for us to obtain these lines," said a suburban store buyer, "for we have to make a trip into the city and try to locate the man's office. Too often there is no office and we have to write the laboratory direct for samples. Quite often even then a salesman fails to call." A certain bubble bath, a purse size perfume line, and some of the newer treatment line creams have been mentioned as important examples. There is genuine demand for skin products for older women, but such goods are frequently fringe line, and as such are difficult to obtain.

The explanation? Salesmen take the line of least resistance, and when stores are located close together, calls are easily made. But in the suburbs, a line is often more or less confined to one of the better stores, and a suburban call takes a full day. Possibly two suburbs might be covered, but definite appointments must then be made with the buyers for in addition to cosmetics, they handle other merchandise and may be in market.

Report on Fragrance

In regard to fragrance lines, solid cologne has dropped in popularity without rhyme or reason, apparently. Easter presentations featured only liquid fragrances in toilet water, cologne and perfumes. Florals are first in sales in Indianapolis. Block's featured the new hormone contour emulsions with success, and the fragrance with matching powders was a good item for repeat sales.

Following an indifferent Easter, spring sales level is maintained through intensive promotions, attractive packaging, and cut-rate sales bait.

Manufacturers' distribution to suburban stores fails to meet the latter's requirements.

Hair goods volume excellent; demand for liquid, cream and cake make-up is on the upswing.

In St. Paul, the Emporium featured fragrances for the purse and for the vanity table and both met with spot demand. The purse vials attract interest throughout the Middle West. The Golden Rule also ran a full page advertisement on fragrances and foundation base. Schuneman's advertised fragrance for spring and summer wear and featured it in ensembles with powder, cologne, etc.

Eight different fragrance brands were featured by Cunningham's, Detroit. They included solid colognes, some of which were new on the market. A survey of sampler-perfume sales showed that a package of several fragrances at \$2 sold well, but performed poorly when priced higher. Some stores have broken the packages and are selling the small sampler bottles separately.

Treatments

April saw the introduction of several new treatment ideas, but it will take several months before a definitive report can be made. Initial sales were satisfactory, but it is the repeat that will indicate consumer preference.

Foundation on the Upswing

Buyers state that not in years has there been as much interest and sale of foundation creams—either liquid, cream or cake—as today. It is said to be one of the staple selling numbers in the department. One buyer suggested that with this base one's rouge ap-

plication was much easier and more even.

Chicago stores find that foundations are now so important that to a large extent these have taken the place of the former sun-tan lotions. One can make-up to any depth of sun-tan desired, merely by the choice of the base.

Demand for Squeeze Bottles

The one point that all buyers agree on is that women are demanding more and more of the squeeze bottles. In fact, one Kan-

sas City store indicated that a squeeze bottle would sell almost anything. Other stores are more conservative, but that these will displace the attached string atomizers for cologne bottles is not questioned. In fact, buyers state it will remove one of the constant complaints that come to the adjustment bureau every day.

And—again we repeat, women are purchasing smaller jars, whether or not there is a sale, for contents are reported as not keeping satisfactorily, and ice-boxes prove too cold.

Cincinnati Stores Join The Annual Big Push; Stress Hair Goods, Floral Fragrances

MARY LINN WHITE

Cincinnati—Business isn't booming but attractive packaging and swelled store traffic reduces complaints to a minimum; most department heads still rely on reduced-price or special-feature bargains to keep them in the black.

As always, the coming of spring brings demand for floral colognes. Name brands, of course, are going best. Lenthéric, getting on the multiple-scent bandwagon, is extremely successful with its Quintet at \$1.25 (McAlpin) and all Coty's fragrances as well as Rubinstein's White Magnolia are holding up well.

Toilet waters are getting a spring push, along with all hair preparations, at Rollman's on the theory of the buyer that after spring "the make-up market dies." In line with this, the Robert Curly hair preparation and brush brought its usual gratifying sales in a demonstration at the store. No matter how many months this demonstration runs, or in what store, it pulls. Several stores reported a run on their color-combs, with the one at \$1.00 doing better than a similar item at \$1.98.

The New Rubinstein Product

Any product which offers seeming miracles—be it vanished gray hair, luring long lashes, or banished wrinkles—brings out the gals in this area. The product this time is Helena Rubinstein's contour-lifting film. First ads brought immediate response: crowds of pre-Easter shoppers who were full of questions as to what the new cream would do. Since the majority of salesgirls had tried the product and were enthusiastic about it, the resulting sales were terrific. It seems to be the promise of aiding

sagging under-chin skin which is most attractive, with around-the-eye wrinkles second as the bane of the local women's lives.

Another hit for the month is Coty's new liquid foundation. As one cosmetics department buyer put it, "the town is liquid foundation-conscious." With good acceptance, previously, for both Revlon's and John Robert Powers' liquid powder bases, the women were not shy about trying the new one, especially when backed by the name Coty. Coty's A and G cream, too, is going very well.

Hair Goods Hot

The Easter season showed up in sales. Women, eager to show off their new bonnets to their best advantage, went all out for new curls. That, and the short-shorn poodle hair cuts, which require permanenting at least every two months, made the home permanents hot, with sales still continuing at an extraordinary level. Shadow Wave is usurping some of the popularity of Prom, Lilt, Toni, and Hudnut. The new Toni is doing well. Ease of operation seems the prime factor in the acceptance of the do-it-yourself home permanents. Mainly through the insistence of sales personnel, there is an increased demand for several of the rinses and treatment shampoos (Toni and Hudnut) for use after the home curling jobs. More and more women are going to the beauty salon to have their hair cut and shaped prior to the wave.

Also in the "Easter merchandise" class, apparently, were lipsticks and nail lacquers. The popular grays and blues in apparel made pink shades mandatory; Revlon's "Paint the Town Pink" was the most successful promotion.

Cosmetic Face Lifts Buffalo Leaders

MAGGIE FLEMMING

Buffalo—For the first time in years, Easter did not seem to boost the volume of toiletries purchases in Buffalo to a degree deserving any special mention. At the Wm. Hengerer Co., buyer Joyce Price remarked that Ann Haviland's Blue Hyacinth had proven a prime favorite with customers during the week preceding Easter, but that overall business had shown no spectacular increase that could be attributed to Easter. Frances Denny's Invisible Beauty Strap continues holding its lead position here, with Rubinstein's Contour Lift running a close second.

Arden Easter-Egg

At J. N. Adams, a display of Elizabeth Arden's gem-studded Easter-egg package was proving the center of much attention. An unusual value in perfume was attracting good business—a satin-bottomed acetate case containing a bottle of Secrets of Suzanne, Worth's Je Reviens, and Vigny's Golliwog—an actual \$8.50 value which was being offered for this Easter period at \$1.79 plus tax. Demand for the package was stimulated by featuring it on J. N.'s television shopping program. In regularly priced merchandise, Faberge's quartette package of colognes at \$2.50 was top preference.

Lipstick Displays Effective

H. J. Conner, J. N.'s toiletries buyer, noted that lipstick counter display cases have proven to be very sales-stimulating innovations, citing Rubinstein's counter case as an example. House of Barri's hair-blend color comb at \$1.00, a J. N.'s "first" and a momentary "exclusive," enjoyed a monumental flurry. The self-service section of home toiletries is doing so well here that more space is acutely needed, and will soon be provided.

Miss Shirley Dietrich, toiletries buyer at Oppenheim & Collins, reported good interest in Blanchard's solid cologne bouquet trio at \$1.50, and Sortilege essence and perfume. Economy-minded customers were being attracted to Aquamarine's new aqua-colored plastic bottle of lotion at \$1.25, and a soap special offering ten store-brand bars of lanolin soap for 59¢.

Stopette is doing very well here, according to the buyers. The duo package of liquid deodorant and

powder deodorant is selling at a nice volume to customers who seem to feel two types of deodorant may be better than one in achieving personal daintiness.

The Elizabeth Arden promotion at one large department store was a wonderful success, it is reported.

The representative worked at the counter and conducted classes in the auditorium which were well attended. Advertising was used in the local papers and on television and the response was excellent. The results are still showing in the demand for Arden products.



Smith, Kline & French Labs., in a special color television ceremony, recently presented the Philadelphia Museum of Art with *Ars Medica*, or *The Healing Arts*, a new collection of medical art by masters such as Rembrandt, Goya, Daumier, Vasalius, and others. The museum's curator of prints, Carl Zigrosser (right), describes two of the prints as museum director Fiske Kimball (center) and S.K.F. president Francis Bayer watch. The latter presented the collection. The collar-microphones used for the transmission may be seen on the three men.

Top Representatives Visit, Up Business

JEAN ROBERTS

Dallas—Experts from large cosmetic houses literally poured into town during the past month.

Elizabeth Arden herself was at Neiman-Marcus introducing her new 2-color theory of make-up. Rod Barron, chief make-up authority of Helena Rubinstein was at Tiche-Goettinger to demonstrate his ideas on applying make-up along with the Rubinstein televiever. Joseph Keho, president of Dorothy Gray Cosmetic Co. was in Dallas "just visiting," but timed his arrival with the announcement of his company's new skin preparation called Remoldine. A new perfume, named Flair, was presented at Sanger Bros. by a representative of Yardley's.

Dr. Laszlo Introduces Line

One day almost every article in the woman's section of the morning newspaper featured one of these experts. The same newspaper also announced the arrival of Dr. Erno Laszlo, the Hungarian dermatologist, whose new method of skin treatment was introduced by him personally at Neiman-Marcus and reported their presentation of a new fragrance by Germaine Monteil called Frou Frou.

Business Brisk

Department heads in the various stores were well satisfied with results. Cosmetic business, helped along by balmy weather, was brisk. Many customers came to have skin consultations. Almost without exception, buyers believe this sort of representation by the manufacturers is valuable.

Easter business was good generally although there was not too much concentrated advertising in line with the season. Gift items under \$2 went best.

New Harris Shop

A. Harris & Co., one of Dallas' large department stores, opened an expanded and modernized toiletries shop April 13 which occupies twice its former space. Every device of modern display methods has been used to give the department spaciousness and beauty.

Five salespeople have been added to the staff bringing the number of trained cosmeticians to 22. Major cosmetic lines are segre-

Los Angeles Retail Trade Battles Toiletries Slump With Doubles, Late Shopping Hours

DON COWLING

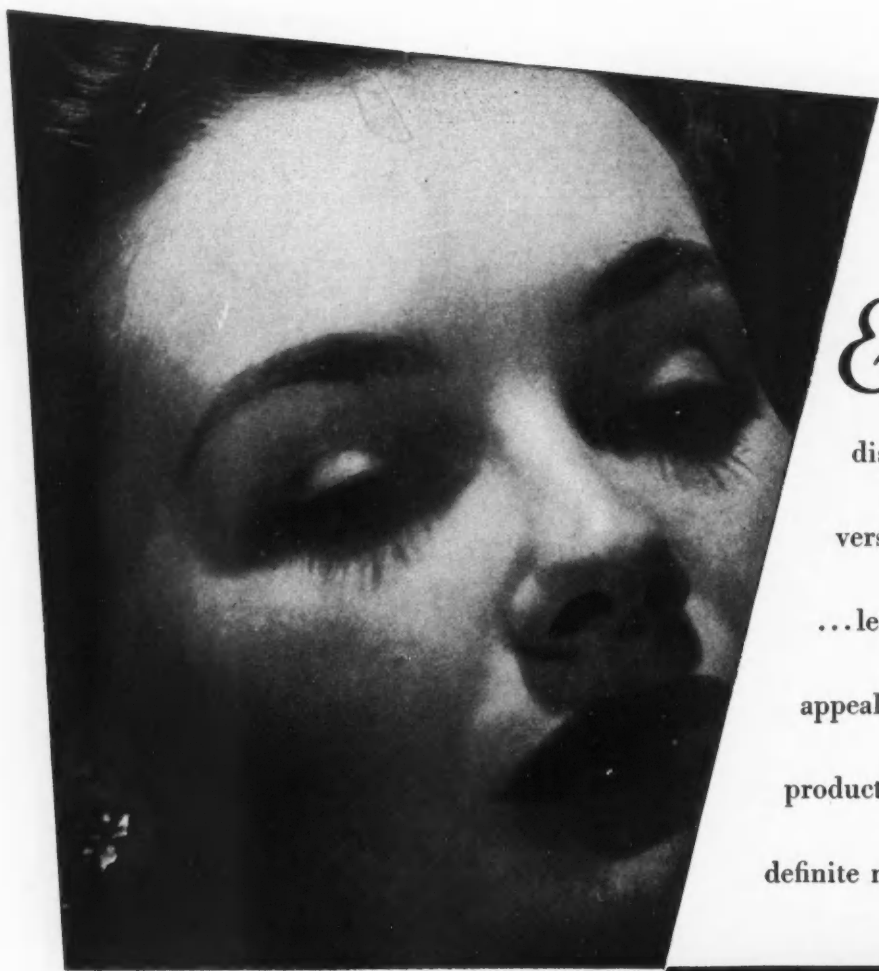
Los Angeles—The emphasis in Los Angeles toiletries sections just before Easter was on "doubles" and hair goods. Doubles are those items which carry strapped to their backs or nestled alongside them another item which goes to the customer either at a greatly reduced price, or for nothing.

In Millirons' toiletries section, which is a concession of the Owl Drug Co., practically all display space was taken up by Houbigant, Lorie, DuBarry, Barbara Gould, Bourjois, 5 Day Pads, Hinds, Wildroot, Fitch, Helene Curtis, Woodbury, and others, with their presentation of two items for the price of one, or a little more. The buyer wondered where to go from there. She felt that her customers are now conditioned to expect something for nothing with every purchase. Or they wait for half price sales, and then stock up.

This feeling was not shared by buyers at Magnins and Robinsons, whose customers, generally speaking, are listed in a different income bracket from those of Millirons.

Downtown Los Angeles stores, which on Mondays have been opening at 12:30 P.M. and closing at 9:30 P.M., now are opening at 9:30 A.M. on Mondays, same as other days, and staying open on both Monday and Friday nights. With sales figures in a slump out here, the attempt to boost them by longer selling hours may be regarded as an experiment. The Harris Co., leading department store at San Bernardino, has discontinued evening openings. After giving the experiment a fair trial, management found it unprofitable, and the store has returned to the regular 5:30 closing hour. San Bernardino is generally regarded as a working man's town.

Much space is being given in toiletries sections out here to hair goods. The Broadway, in all five stores, is featuring on aisle tables Helene Curtis' spray net, with gold and silver dust. Sales are gratifying. Also being featured is a hair color for gray hair in both liquid and cream form. One hair coloring firm has spent \$20,000 in this area alone on advertising and is enjoying steadily increasing sales.



EMALDENE...a

distinctive fragrance...

versatile...effective

...lending an intriguing

appeal to your finished

products...adding the

definite note of success...



A R O M A T I C S

E S S E N T I A L O I L S

P E R F U M E R S M A T E R I A L S

S Y N T O M A T I C C O R P O R A T I O N

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gated, so that each representative can give more attention to individual needs of the customer.

According to the department head, this expansion was carefully planned based on experience. The

individual salesclerks were consulted, as were customers. Every effort was made to add a maximum of service as well as beauty to the section. All kinds of gift items have been added to the stock.

Lever Brothers' Shadow Wave, Curtis' Spray Net, Shampoos, Other Hair Products Top Sellers

LEE MCKENNON

New Orleans—The market for a good home permanent still appears to be quite roomy, particularly when the product is well promoted and advertised. Lever Brothers' Shadow Wave sold beautifully here the past month. One buyer was delighted with the volume and others were happy. Of course, the "no neutralizer" angle pleased the customer. She seems to like a home wave kit that is streamlined and uncomplicated.

Other cosmetics for the hair sold well. Shampoos moved nicely, especially Elizabeth Arden's "Egg Fluff," according to another buyer. The plastic squeeze bottle is gain-

ing in favor and that magic word "egg" in a shampoo seems to strike a response in the consumer. Helene Curtis' "Spray Net" sold excellently. The containers were partly responsible, the buyer thinks. The customers were delighted with the gadget tops and seemed to favor the "bomb" top of the more expensive bottle over the spray top.

Specials usually draw a nice amount of attention and sales but Coty's liquid "Instant Beauty" packaged with the face powder has done better than usual, making the cash register, sales girls and buyers happy. The very nice display material was an aid, for it inspired excellent counter and window displays which always draw.

Book Reviews

THE ESSENTIAL OILS. Volume V. Ernest Guenther; Ph.D. Size, 6 x 9 in., 507 pages, illustrated, indexed. D. Van Nostrand Co. Inc. 1952. Price \$9.75.

In this volume, as in volumes III and IV, the production, physicochemical properties, chemical composition and uses of individual essential oils are described. As the result of much research and the co-operation of leading producers and experts throughout the world the information is fully up to date and as is the case with everything written by Dr. Guenther, is authoritative.

The oils are grouped within the botanical families to which the corresponding plants belong. Some of the oils treated in this volume are of much importance to the flavor chemist: nutmeg, cardamom, ginger, pepper, cubeb and others. Other oils, among which may be mentioned rose, sandalwood, cananga, ylang ylang, jasmine, tuberose and violet, are primarily of interest to the perfume, cosmetic and soap perfumers. The volume is illustrated with photographs taken

by the author in various parts of the world. One more volume is now in preparation which will complete the set. The work as a whole is the ablest contribution to the subject in over a quarter of a century; and when completed promises to be the standard work on essential oils for many years to come.

OIL, FAT AND SOAP. Benjamin Levitt. 230 pages, illustrated and indexed, size 5½ x 8¾ inches. Chemical Publishing Co., Inc., Brooklyn 26, N.Y. 1951. Price \$6.00.

The subject is covered from an elementary level so there is little in the book that would appeal to chemists of the industries covered. Therefore, the treatment which seems very sketchy is quite adequate for non-technical readers.

While true soapers can tell when a shampoo has no excess alkali by the "taste" test, this reviewer thinks the method to be recommended to readers would be a standard analytical procedure. The taste test is really outdated.

A number of statements are poorly constructed as the one on page 112, where it states that fluorescent whites "make clothes whiter than when new"; it should have said that they make them *appear* whiter. On page 164, the description of commercial chelating agents gives the impression that they may produce distilled water, while that is not intended by the author.

The references on page 164-6 are badly handled. In the case of those relating to the well known contemporary soap, the author fails to identify the number of the issue. Since pages in each issue are renumbered, obviously the references are confusing when they appear in the manner found.

While the book is well printed, it is an unfortunate selection of type that uses a Roman Numeral I instead of the Arabic 1; this is awkward as in the description of Wijs solution on page 173, second paragraph. On page 179, *axetix* is used in place of *acetic* in the bottom equations; ricinolein is used in one place and ricinoleate in the next line: on page 196 $KClO_4$ appears for $KClO_3$.

Chapter five on "Soap Manufacture" is not as up-to-date as it should be, while chapter six simply gives a bad impression from its potpourri of formulas for all sorts of specialties based on soap.

Chapter 1 gives a thumbnail sketch of the history of soap making. Chapter 2, 3 and 4 describes the different oils and fats used in soap making. Chapter 7 briefly reviews fat splitting and glycerin production. Synthetic surfactants are examined in chapter 8, while the balance of the book is devoted to analytical methods.

It is unfortunate the book had to be so small and therefore so sketchy in nature. The author would have done better to have used only a part of the subject matter but to have expanded it.

Non-technical persons in industries using or making soap will find the book useful. This reviewer truly feels that it was written for them.—M. G. deN.

Organ Reprints Picot Freedom Article

An article on restrictions of freedom, entitled "Freedom Racket Exposed," which was first published in PICOT'S NEWS, publication of Picot, Ltd., London, was reprinted in *Individualisms* organ of The Society of Individual Freedom.

New Products and Developments

Electrothermal Heating Tapes

For even heating of various shaped tubes, pipes and other laboratory vessels electrothermal heating tapes are offered by the Burrell Corp. The tapes consist of one or more fabric bands of resistance wire separated and bordered by bands of high temperature resisting glass fiber yarn. The tapes are applied simply by winding them around the column to be heated. Changes in position can be made without unwinding. The tapes are available in three types: uninsulated; insulated one side; and insulated two sides.

Long Range Weather Forecasting

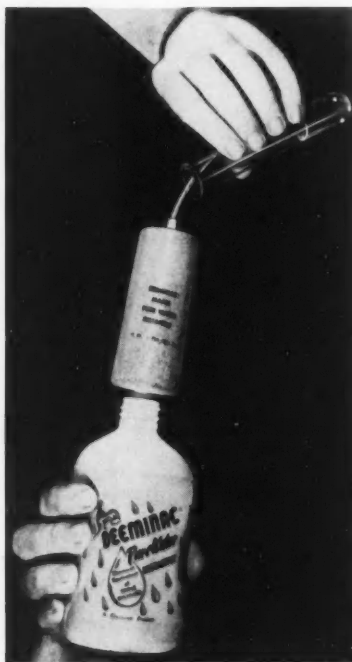
A monthly weather map offered by the Blewet Weather Service predicts weather conditions 30 days in advance for each month of the year by days, cities and areas in the United States according to the company. In addition expected rainfall and anticipated average temperatures are provided by cities. Full information and a free 30-day weather map will be sent on request.

Folding Plastic Packages

A plastic package that may be shipped and stored flat and that can be assembled without machinery in a few seconds is offered by the Acetate Box Corp. It is claimed to be 25% lower in cost than any set up box of cellulose acetate hitherto available. A patented interlocking feature of the colorful cardboard base permits the flat-pak package as it is called to be formed into a rigid container in a one-two-three motion of the hands. The flatpaks are available in a wide variety of sizes and in a wide range of colors.

Low Cost Water Demineralizer

With the handy, simple to operate demineralizer offered by E. Machlett & Son water may be made chemically pure without the use of elaborate deionizing equipment. The new device consists of a polyethylene bottle with a specially blended filter of deionizing materials inserted in the neck like a



Water Demineralizer

stopper. When the container is filled with tap water all that is required to produce a stream of chemically pure water is one quick squeeze of the pliable bottle. The special filter changes color when it has been consumed. The device is available in three sizes.

Radiochemicals Division

Bjorksten Research Laboratories has formed Bjorksten Radiochemicals Division to be housed in a specially constructed laboratory under the direction of Dr. Howard L. Gottlieb who has returned from studies at Oak Ridge, Tenn. The growing appreciation of the saving in cost and time which new tracer techniques make possible in many industrial research problems led to the organization of the division.

Chlorophyll Distributors

Fredk. Boehm, Ltd., London, England, sole distributors for chlorophylls manufactured by the British Chlorophyll Co. Ltd. has appointed Fallek Products Co., New York, N.Y. as exclusive representatives for the United States.

Trade Literature

Non-ionic surfactants are described in a 24-page brochure issued by Glyco Products Co. Tables of physical and chemical specifications of the non-ionic polyhydric alcohol fatty acid esters are given. Applications of the esters to cosmetics, detergents, etc. are shown.

Convention attractions to make an exhibit at trade shows effective is a leaflet describing the services of an organization known as Convention Attractions. Various ideas for making a booth attractive are supplied by the company.

The Numerical Evaluation of Odour by M. G. J. Beets, D. Sc. and H. van den Dool, M. Sc. of N. V. Polak & Schwarz, Zaandam, Holland has been published in a 16-page pamphlet. It consists of two studies: the Olfactory Panel and Abilities of Observers: Analysis and Evaluation.

Nopol—Its properties, reactions and derivatives is the subject of a technical bulletin issued by the Naval Stores Div., Glidden Co. It is a high boiling point unsaturated alcohol and it has been pointed out that its usefulness as a raw material has been demonstrated in applications as diverse as the production of perfumes, wetting agents and resins.

Flavors, vanilla concentrates and certified colors offered by Dodge & Olcott, Inc. 180 Varick St., New York, N. Y. are adequately described in a new catalog issued by the company. It contains a complete outline of the company's products and services in the flavor field.

The new 1952 federal tax course offered by Prentice-Hall Inc. is described in a four page leaflet issued by the company.

The Nefluoro Photometer is the subject of a 16 page booklet of the Fisher Scientific Co. which explains the theory behind three important methods of analysis: colorimetry, fluorometry and nephelometry; and also the operation of a new precision instrument combining all three in one electronic-optical system.

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Tegin P Propylene Glycol Monostearate — Self Emulsifying. For greaseless creams — brushless shave, foundation, suntan: lotions — foundation, suntan, cosmetic stockings: ointments.

Tegin 515 . . Glyceryl Monostearate — Non Self-Emulsifying. Used in conjunction with auxiliary emulsifiers.

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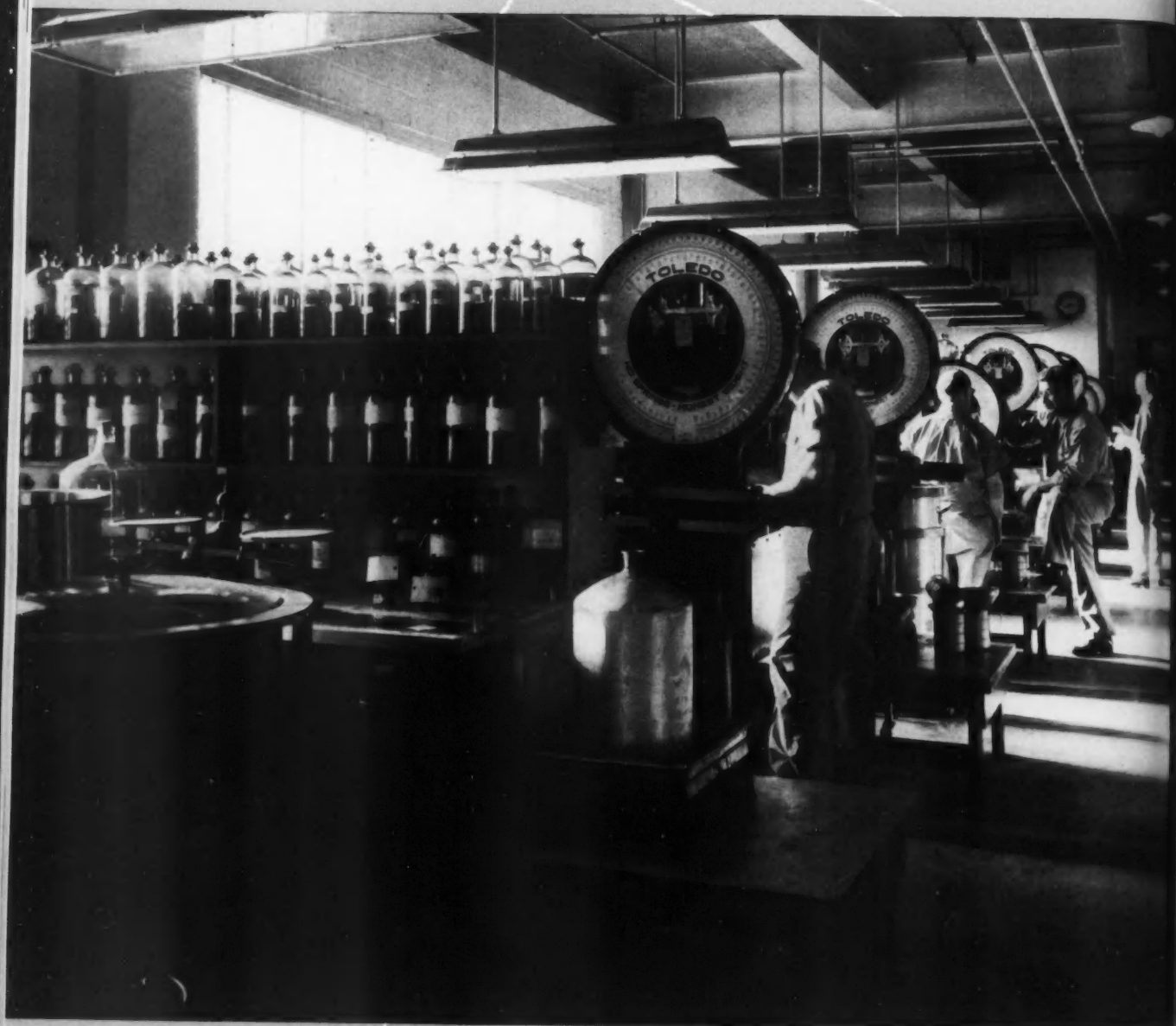
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Hints for Improving Production

Endless collections among employees for presents for newlyweds, birthdays, departures from the organization, etc. disrupt plant routine . . . How one company solved the problem.

TIRE D of having those endless collections among employees disrupt plant routine; those presents for the newlyweds, flowers for the sick employee, etc., solicitations?

So are the plant employees for it is one of those things that always hits an employee at a time when he or she can least afford the quarter, half-dollar or dollar requested. And if the employee doesn't contribute he or she is looked upon as a "cheap skate" and the resultant ill-feeling results in production lags also.

A Southern firm has solved this problem not only without cost to itself but to the complete satisfaction of the employees themselves. It has permitted local vending machine operators to install peanut, gum, candy and soft drink machines in the plant. These firms, as is customary, furnish the machines and take care of their servicing and restocking.

Ordinarily these companies pay the firm in whose plants they are installed a rental fee based on sales through the machines. This particular firm has done away with the "employee collection" problem in its plant entirely by having these machine rentals turned over to the employees who keep them in a fund from which presents, flowers, etc., previously covered by collections, is paid.

The fund is administered and spent by a committee of the employees which they name at the start of each year. In five years of use of the plan there has always been a surplus in the fund at the end of the year and during that time not a single employee collection has been taken up. The employees of this firm are delighted with the plan and the company has found it has been worth a great deal to them through elimination

of the "collection" disruptions among its employees.

Operators of the vendors have a member of the employee committee with them when the machines are checked and this rental fee is then paid directly to this committee member who turns it over to the company cashier. He in turn deposits it at the local bank to the fund credit and checks are written against it on signature of two of the three employee committee members. The company in no way handles the money except to make the deposits which is a matter of convenience to the employees.

In this particular case money is spent from the fund only to provide employee gifts to the newlyweds, for flowers for an employee or employee family funeral, for flowers in maternity cases and flowers for employees when illness is sufficient to force them abed either at home or in a hospital. So limiting its use by agreement at the start has prevented possible abuses as the amount therein accumulates.

It was also noted at this plant that after the plan was put out fewer and fewer employees were "slipping off" for a drink or candy bar because of the reaction they received on coming back for side stepping the vending machines in the plant in which every employee now feels he or she has a profit interest. The idea has worked out to mutual benefit of both employees and the plant management.—*Ernest W. Fair*

Intensifier for Blender

Twin shell blenders made by the Paterson-Kelley Co. are now equipped with a rotating intensifier bar. It is said to improve mixing action by effectively breaking up lumps, dispersing materials which tend to agglomerate and homogen-

izing liquids into solid mixes. Rotation of the blender supplies fresh material to the impact and shearing action of the lugs.

Largest Conical Blender

A blender which is essentially a mixer of dry, free flowing materials,

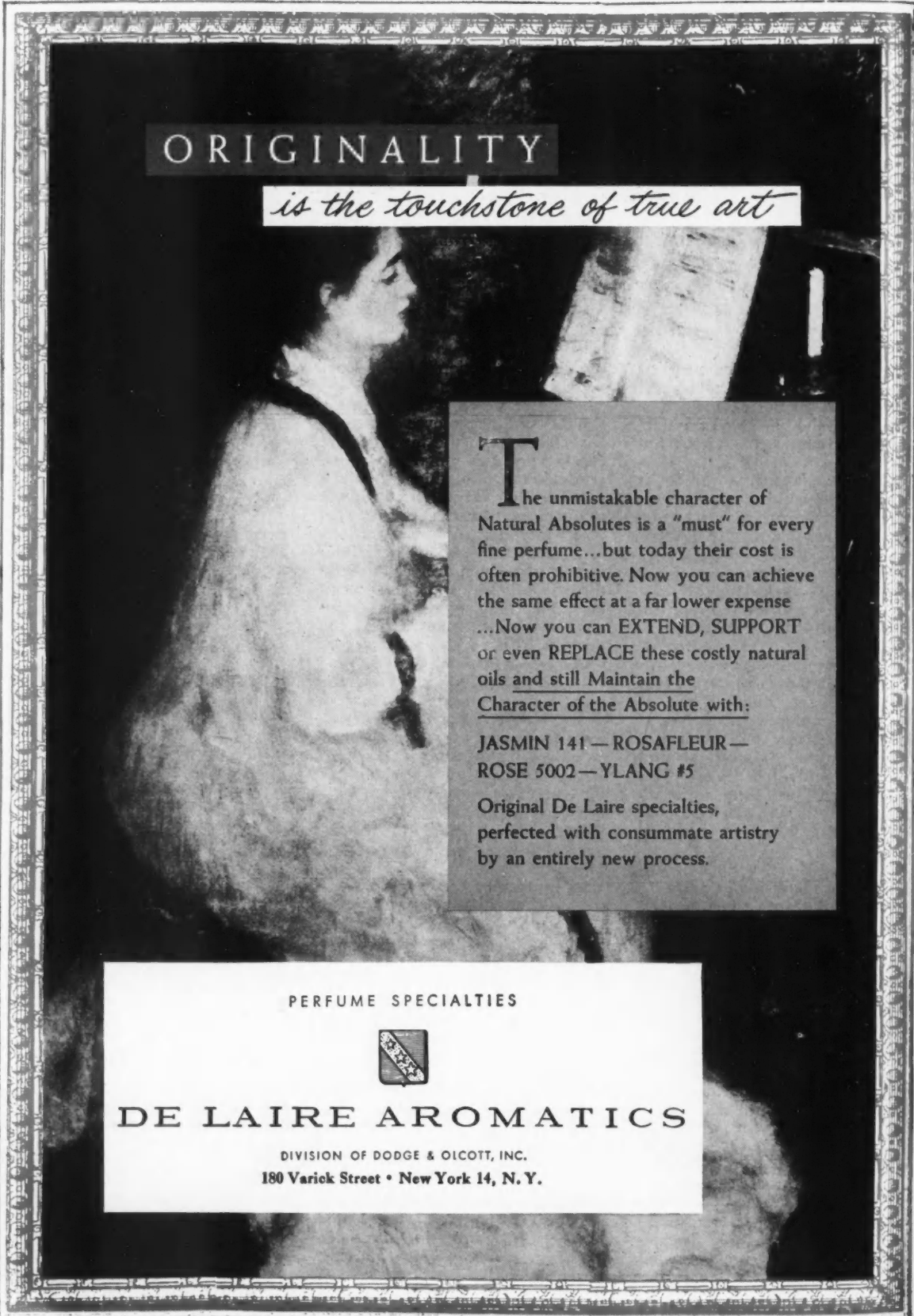


Mixer to Handle a Carload

cosmetics, soap powders and detergents, etc. which is 13 ft. in diameter and has a total capacity of 1,000 cu. ft. and a working capacity in excess of 700 cu. ft. has been built by the Patterson Foundry & Machine Co. The entire contents of a railroad car can be mixed and blended in a single batch operation in the gigantic blender.

Portable Filler and Capper

Two portable bottling units furnished together as a package job for assisting the bottler of moderate size to achieve volume output in a minimum of space and time are offered by the Scientific Filter Co. The semi-automatic vacuum filler handles a large variety of products in many different sizes of containers, glass and tin. Vials, miniatures, shaker top bottles and containers up to quarts may be handled by this filler with one operator



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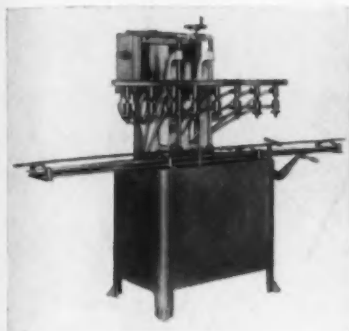
DE LAIRE AROMATICS

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the company states. At the discharge end an extension is provided for screw capping to be performed by a second operator by means of a small, portable screw capper. The operator drops the caps on the containers and then uses the screw capper for tightening. All caps, metal or molded are said to be tightened uniformly and securely.

Gravity Tank Filling Machines

A gravity tank feed is now a part of the straight line filling made by

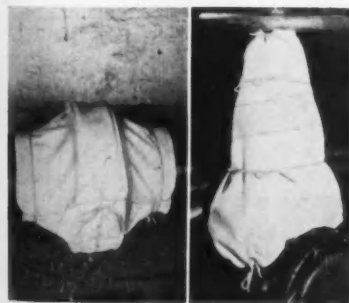


Gravity Tank Filler

the MRM Co. The tank is controlled with its own individual float control mechanism and is adjustable for height so that in filling some of the more sensitive or foamy materials the tank can be lowered to a height where only a slight amount of pressure is exerted. This practically eliminates foam overflow the maker points out. The spouts are made of only two sleeves without any packing to permit filling of hot materials more easily.

Valve Covers

To protect against leakage and permit complete operating freedom



Valve Covers to Contain Sprays

of the valve Mine Safety Appliances Co. offers valve covers made of a new acid and caustic resistant fabric that will not support combustion and may be easily cleaned and reused. The covers are said to have

sufficient strength to contain sprays resulting from gasket or packing failures of pressurized lines. The covers are styled to fit one to six inch pipe and larger sizes are also available.

New Wiping Blade for Creams

Polyethylene wiping blades to wipe off the excess and smooth face cream after it has been poured into jars on the production line have been adopted by Pond's Extract Co. in its Clinton, Conn., plant for low rate of water absorption of polyethylene coupled with its flexibility and the advantage of being unaffected by alcohols, perfume oils or hydrocarbons. Polyethylene sheet for the wipe off blades was supplied by Plax Corp.

New Temperature Regulator

A self operated temperature regulator that is said to be packless, single seated, fully balanced and hermetically sealed for operation under the most adverse conditions is offered by the Farris Stacon Corp. Visual control is provided by a dial



Self Operated Regulator

adjustment on top of the regulator. It is available in 1/4, 3/8 and 1/2 in. sizes for steam pressures to 150 PSIG and control of temperature between 30 deg. and 325 deg. F.

Non Chemical Water Treatment

A new, patented, non chemical water treatment process and equipment to eliminate hard water scale problems is announced by Heller Laboratories. It eliminates scale in heat exchange equipment by changing water electro-physically so that minerals contained in the water crystalize out in the form of a sludge or slurry. The sludge formed may be removed by the usual methods of blowdown. The process is said to be suitable for the treatment of fresh or salt water.

Packing Powders Tight

For packing granulars and powders tight through wide or narrow mouths Frazier & Son offer an automatic rotary and conveyor combination. It has been especially designed to handle granulars and powders where vibration for a tight pack and the elimination of dust accumulation are major factors. Suitable vibration is furnished in the rotary section to permit products to fully settle and provide fill at a high speed. It is stated to be



For Wide or Narrow Container Openings

best suited for a one container size or possibly a two container size set up where production requirements are great. It is said to handle a broad range of sizes and shapes having wide or narrow openings. The conveyor outlet may be constructed in one or four ways.

Processing Literature

Five solutions for your bottle washing problems is the subject of a six page booklet describing five specialized detergents and conditions under which they are recommended which has been issued by the Diamond Alkali Co.

Rotary batch blenders with capacities from 500 to 20,000 lb. are described in a bulletin issued by the Sturtevant Mill Co. It is pointed out that four distinct mixing actions assure thorough blending.

Executive pay plans, a research study by Business Reports Inc. analyzes corporate pay plans which increase take home pay and stock interests for key executives. Copies sell for \$5 each.

The first 25 years is the title of a neat, 30-page booklet issued by Croda Ltd. which describes the growth of the company since it was organized in 1925. It is profusely illustrated.

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Flavors



Uses of Ethyl Enanthate

Ethyl enanthate, an enanthic acid ester, was one of the first esters employed as a flavoring material. . . . Its important place as a flavoring component explained

MORRIS B. JACOBS, Ph. D.*

IT is curious to note that if one searches the chemical literature there is considerable information to be found concerning the enanthates but if one searches the catalogues of firms dealing in aromatic chemicals, one generally finds only one enanthate listed under any name (see below) and that one is ethyl enanthate. A fairly thorough search might disclose another such as allyl enanthate, listed as allyl heptate. It is indeed surprising that such esters have not had more intensive exploitation since they are powerful aromatic compounds. It may be, as pointed out by Morel in a recent article on the compounding of perfumes that the difficulties encountered in attempts to use these esters in perfume formulations may very well have been encountered in attempts to use them in flavoring compositions.

Nomenclature

While I have pointed out in this section in the past that flavorists, flavor chemists, and persons generally interested in flavoring have been plagued by the plethora of names used for the same item, nowhere is this more evident than in the naming of the enanthates. The accepted name for the C_7 straight chain aliphatic acid is *enanthic acid* and the name approved by the International Union of Chemistry is

* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

heptanoic acid, nevertheless there are a number of other names used for this acid such as *oenanthic acid*, *enanthylic acid*, *n-heptoic acid*, *n-heptylic acid*, and the like. All of these give rise to names of esters so that the ethyl ester may be called, depending on the usage of a writer or a firm, ethyl enanthate (which is to be preferred), ethyl oenanthate, ethyl heptanoate, ethyl heptate, ethyl heptylate, and ethyl enanthylate, and in addition under the old "ether" system of nomenclature as enanthic ether, oenanthic ether, or oenanthylic ether; a total of nine names for the same compound. Maybe so many names for the same product discourages its use!

Aliphatic Enanthates

We can place the esters of enanthic acid, as we did many of the other groups of esters studied in this section, into two large groups: that is, the aliphatic enanthates and the aromatic enanthates. The former is the more important group from the point of view of flavor formulation.

Methyl enanthate, $CH_3(CH_2)_5COOCH_3$, is a colorless liquid which has a specific gravity of 0.880-0.881, it boils in the range of 170-172 deg. C., and it has a refractive index of 1.4114. This ester is soluble in ethyl alcohol and is virtually insoluble in water. It has an agreeable fruity odor and a grape flavor. One authority indicates that

it has an iris note with a gooseberry undertone. This ester is not carried as a stock item and has found only limited use in grape and gooseberry flavor formulations.

Ethyl enanthate, $CH_3(CH_2)_5COOC_2H_5$, is a colorless liquid which has a specific gravity of 0.8685 at 20/4 deg. C., boils at 188 deg. C., and has a refractive index of 1.4129 at 20 deg. C. Most of the commercial product boils in the range of 187 to 189 deg. C. and the specific gravity may be as high as 0.872 to 0.873. This ester is soluble in 80 per cent alcohol and it is insoluble in water.

Ethyl enanthate has a disagreeable odor in concentrated form but when diluted it has a distinct brandy character and for this reason is often termed synthetic cognac oil and is sold under that name. As mentioned above, ethyl enanthate was one of the very first esters used in the preparation of artificial flavors and was employed for this purpose approximately 100 years ago. It is considered excellent for use in cognac, wine, and grape flavors and has been recommended for strawberry flavor. A search of the literature shows that it has been suggested for use in apple, apricot, blackberry, butter, butterscotch, cacao, cherry, coconut, coffee, currant, ginger, gooseberry, honey, hops, malt, mulberry, nut, orris, peach, pistachio, plum, quince, raspberry, tea, and walnut flavorings in addition to such

alcoholic beverage flavors as cherry brandy, brandy, and whisky. It is clear that this ester is one of the more widely used components in flavors. One common error in its use, however, is that excessive amounts are used.

While ethyl enanthate is used principally as a flavor component, it may be used in very small amounts in perfume formulations to give a vinous top note in products such as hair tonics and lotions.

Propyl enanthate, $\text{CH}_3(\text{CH}_2)_3\text{COOC}_3\text{H}_7$, is a homologous enanthic ester which has a specific gravity of about 0.868; it boils at 206 deg. C. and it has a refractive index of 1.4160. Propyl enanthate is similar in solubility to the ethyl and methyl esters. This ester has a green fruity odor with a vinous grape flavor but there is also a fatty aldehyde character. It is not carried as a stock item by firms dealing with aromatic chemicals. It has been suggested for use in apple, coffee, and grape flavor compositions.

Allyl enanthate, $\text{CH}_3(\text{CH}_2)_3\text{COOCH}_2\text{CH}=\text{CH}_2$, is a liquid with a specific gravity of 0.890, a boiling point of 210 deg. C., and a refractive index of 1.4290. This ester has a sweetly pungent winey-banana aroma. It has been recommended for use in apricot, peach, and pineapple formulations and from its aroma character might be considered for banana and alcoholic beverage compositions. It has also been recommended for employment in apple blossom, peach blossom, and wisteria perfumes. This ester is commercially available and is sold under the name of allyl heptoate.

Butyl enanthate, $\text{CH}_3(\text{CH}_2)_3\text{COOC}_4\text{H}_9$, is a liquid with a specific gravity of 0.865, a boiling point of 225 deg. C., and a refractive index of 1.420. Butyl enanthate is said to have a cut grass aroma with a marigold undertone. It has a coconut flavor. It is not available as a stock commercial item. Butyl enanthate has been suggested for use in apple, blackberry, hops, ginger, malt, mulberry, plum, and nut flavor compositions.

Isoamyl enanthate, $\text{CH}_3(\text{CH}_2)_3\text{COOC}_5\text{H}_{11}$, is a colorless liquid with a specific gravity of 0.866, a boiling point of 245 deg. C., and a refractive index of 1.4245. This ester has a powerful fruity odor which has some resemblance to that of butyl enanthate in that it has a herbal grassy character. The fruity note has a banana undertone and a somewhat unripe aspect. Isoamyl enanthate has been employed in apple and grape formulations and may, as can be gathered from its

aroma characteristics, be used in other fruit flavors but only in very low concentrations. Isoamyl enanthate has found some employment in perfume.

n-Hexyl enanthate, $\text{CH}_3(\text{CH}_2)_5\text{COOC}_6\text{H}_{13}$, is a liquid with a specific gravity of 0.870, a boiling point of 274 deg. C., and a refractive index of 1.4290 at 20 deg. C. This ester has an unpleasant moist, rank odor resembling that of bruised violet leaves. It is not available as a stock item in aromatic chemical houses and has not found much use in either flavorings or in perfumery.

Cyclohexylenanthate, $\text{CH}_3(\text{CH}_2)_5\text{COOC}_6\text{H}_{11}$, is also a liquid. It has a specific gravity of 0.970 and a boiling point of about 265 deg. C. This ester has odor characteristics similar to those of butyl enanthate with a somewhat unpleasant sweetish background. It is not available as a stock item and its flavor utilization has not received much investigation.

Heptyl enanthate, $\text{CH}_3(\text{CH}_2)_5\text{COOC}_7\text{H}_{15}$, is a colorless, oily liquid which has a specific gravity of 0.865 at 19/4 deg. C. and a boiling point of 273-274 deg. C. The commercial product has a specific gravity in the range of 0.865 to 0.870, a boiling range of 272 to 274 deg. C., and a refractive index of 1.4320. This ester is soluble as are the others in alcohol and it is insoluble in water. Its properties have been known for many years. In concentrated form it has a disagreeable odor reminiscent of enanthaldehyde but on dilution has a more pleasant character with a grassy note. Heptyl enanthate has been suggested for use in almond flavors and for blending in coumarin compositions but in any event can only be used in very small amounts.

Octyl enanthate, $\text{CH}_3(\text{CH}_2)_5\text{COOC}_8\text{H}_{17}$, is a colorless, oily liquid which has a specific gravity of about 0.860-0.870, a boiling point of about 290 deg. C. and a refractive index of 1.4950. This ester has a heavy fruity odor and a honey flavor on dilution. It is said to have a parsnip-like character also. The literature indicates that octyl enanthate has been suggested for a number of flavors such as cherry, coconut, malt, mulberry, plum and nut flavors.

Nonyl enanthate, $\text{CH}_3(\text{CH}_2)_5\text{COOC}_9\text{H}_{19}$, is a high boiling liquid with a specific gravity of about 0.875, a boiling point of 300 deg. C., and a refractive index of 1.440. This ester is soluble in alcohol and is insoluble in water. It has a complex odor blending orange, rose, and a herbal character. It has not

found much employment in flavorings.

Aromatic Enanthates

Few aromatic enanthates are mentioned in the literature and thus there appears to be little exploitation of this group. Morel mentions the possible use of benzyl and phenethyl enanthates in perfumery.

Benzyl enanthate, $\text{CH}_3(\text{CH}_2)_3\text{COOCH}_2\text{C}_6\text{H}_5$, is a liquid with a specific gravity of 0.980. It boils at about 257 deg. C. and has a refractive index of 1.4925. This ester has an odor of a mild fruity character reminiscent of apricot and sage. It is not carried as a stock item by firms dealing in aromatic chemicals and the literature does not disclose any flavor applications.

Phenethyl enanthate, $\text{CH}_3(\text{CH}_2)_3\text{COOCH}_2\text{CH}_2\text{C}_6\text{H}_5$, has a specific gravity of 1.034, a boiling point of about 293 deg. C., and a refractive index of 1.4805. This ester also has an odor with an apricot note but as would be expected from the phenethyl portion of the molecule there is also a rose character. As in the case of its benzyl homologue, phenethyl enanthate has not been used to any great extent as a flavor component.

In considering the use of enanthates as a group in flavor formulations, it is clear that ethyl enanthate is the most important. It is to be noted also that allyl enanthate has found some flavor use and is carried as a stock item. The enanthates offer interesting possibilities as flavor components but their physiological effects, such as a suffocating odor action, limits their use to only small or trace amounts in flavoring compositions.

Chemists Hold Symposium on Foods and Food Containers

A symposium on "Food and Food Containers" was recently held at the spring meeting of the Assn. of Consulting Chemists & Chemical Engineers, Inc. at Hotel Belmont Plaza, New York, N.Y.

Speakers included Dr. Bernard L. Oser, Food Research Labs., Inc., H. R. Walters, General Foods Corp., and Dr. Erwin Di Cyan, consultant. Nicholas M. Molnar, Molnar Labs., was the moderator.

Felton Chemical Co., Inc. Moves Into New Quarters

Felton Chemical Co., Inc. has moved into new quarters at 325 West Huron St., Chicago 10, Ill. Phone: Whitehall 3-0665.

Critical Frequency of Taste

MARGARET HUBBARD JONES
AND F. NOWELL JONES*

ONE of the classical experiments in the field of gustation is a study reported in 1925 by Allen and Weinberg (1), which presents rather unequivocal evidence for four taste systems and their relative sensitivities, based upon the fusion frequency of electrical stimuli applied to the tongue. In the discussion of gustation in a recent important handbook (2) these results have been cited in some detail, and considerable weight has been given them. The present authors, however, encountered considerable difficulty in following Allen and Weinberg's reasoning and statistical procedures, and, in the absence of the raw data, measures of variability, and results from more than a single subject, decided that the experiment would bear repetition.

Two attempts were made to duplicate the results. In the first attempt a Goodwin Stimulator (Model No. 3) was used, which delivered an exponential discharge with an abrupt rise time and a time constant of 0.5σ . The active electrode was a small piece of tantalum wire, doubled and drawn to a point. The inactive electrode was a small coil of tantalum wire which rested under the tongue. The anterior dorsal surface of the tongue was explored with stimuli of 0.4-3.0 v at frequencies of 100-1000 cps. Below 0.8 v no sensations were aroused, but at 0.8 v all frequencies aroused pressure or cold sensations. Sour was not in evidence until 0.9 v was reached and then was accompanied by cutaneous sensations. Sour sensations, when obtained, were either continuous or accompanied by pressure or pain which

sometimes fluctuated. It would have been easy to confuse continuous sour plus discreet pressure pulses with discreet sour pulses. Similar results were obtained with a second trained subject. It was concluded that the judgment required of the subject was too difficult to permit of precise results. The first apparatus was abandoned as being unfair to Allen and Weinberg, and a second apparatus was assembled which was designed to deliver a stimulus resembling more closely the stimulus used by them.

Allen and Weinberg used mechanical control of the stimulus, whereas the present authors attempted to duplicate the essential features of their stimulus using electronic control. An audio-oscillator (Hewlett-Packard Model 200B), a square-wave generator (Hewlett-Packard Model 210A), and an attenuator (Hewlett-Packard Model 350A) were employed to deliver half a square wave, variable as to voltage and frequency. The active electrode (the cathode, as in Allen and Weinberg's study) was the same as in the first study; the inactive electrode was a double strand of tantalum wire stretched across a plastic plate on which the subject rested his tongue. A silver active electrode (similar to Allen and Weinberg's) was used in some series, with no change in results.

In the second study six subjects were used, of whom four were experienced in psychophysical judgments. They were instructed to report any and all sensations and to describe the time characteristics of any sensations experienced. As before, the anterior dorsal surface of the tongue was explored with stimuli of increasing voltage until sour was aroused. Experimentation began with 0.11 v, and the stimulus never exceeded 2.08 v. Then the frequency of the stimulus was varied from 20 to 300 cps. All sub-

jects reported sour, seldom accompanied by other sensations, so that it was possible to observe the time course of the sour sensation. In no instance did any subject spontaneously report fluctuating or pulsing sour. When finally queried as to whether discreet pulses of sour occurred, no subject was able to observe it. For all subjects, then, sour was "fused" at all frequencies, and it thus became impossible to obtain fusion frequencies, as reported by Allen and Weinberg.

The reasons for the discrepancy in results are not obvious. It is possible that Allen and Weinberg's subject was confused by cutaneous sensation aroused simultaneously with sour. In any event, unless their results can be substantiated by other investigators, they should not be used as evidence for four taste systems nor for the relationships among the taste systems.

References

1. Allen, F., and Weinberg, M. *Quart. J. Exptl. Physiol.*, 15, 385 (1925).
2. Moncrieff, R. W., *The Chemical Senses*. New York: Wiley, 116-24 (1946).

Perfumery, Soap, Extract Assn. Hears World Tour Review

J. L. Brenn, president of Huntington Labs., Inc. who recently returned from an around the world tour by air, presented a talk on his experiences abroad and his observations of world conditions at a luncheon of the Chicago Perfumery, Soap and Extract Assn. at the Conrad Hilton Hotel on May 12.

U.S. Rubber Co. Sponsors Science Fellowships

A new five-year program of financial aid to science students in 11 leading universities has been announced by the United States Rubber Co. The new program will provide graduate fellowships in science.

*Dept. of Psychology, University of California. Republished from *Science*, Vol. 115, No. 2987, March 28, 1952. Page 355.

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Plans Completed for F.E.M.A. May 25-28 Convention in Chicago

The 43rd annual convention of the Flavoring Extract Manufacturers of the United States, will be held at the Edgewater Beach Hotel in Chicago, May 25, 26, 27, 28.

Everyone planning to attend is being urged to arrive in Chicago early Sunday, May 25, so as to be able to participate in the Hospitality Party. This traditional party is sponsored by the supply firms, and is always an enjoyable event of the convention because it affords everyone the opportunity of renewing friendships and making new ones. Elaborate plans have been made for this year's party by M. J. Niles, chairman, and the Suppliers Committee.

A well balanced business program has been planned to be of interest for management, sales and production personnel. Outstanding authorities in their fields will discuss a wide variety of timely topics to help the flavoring industry do a better job of producing and selling. Among the prominent speakers, who will appear on the convention program, are Victor H. Gies, vice president in charge of sales and advertising, Mars, Inc.; Prof. Paul S. Lucas, Dairy Department, Michigan State College, and a national authority on ice cream; Dr. William B. Bradley, Scientific Director of the American Institute of Baking; Don Grimes, president of I.G.A., who will discuss "Trends in the Retail Grocery Field;" H. B. Cosler, General Products Division, U. S. Quartermaster Corps, who will discuss the requirements of flavorings used in the many food products sold to the Quartermaster Corp for the armed services.

Management personnel will be especially interested in the subject "Price Control Problems and Prospects," to be discussed by Robert H. Bingham, Research Economist, Grocery Manufacturers of America, Inc. Of further interest will be "Wages and Hours," and application of this Legislation will be thoroughly explained by Thomas O'Malley, Regional Director, Wages and Hours Division, U. S. Department of Labor. Dr. Clarke E. Davis will highlight the industry's supply problems in an important address "Industry's Supply Outlook"; and the association's attorney and executive secretary, John S. Hall, will review the industry's legal and legislative problems.

Of special interest to all technical personnel will be the address

of Dr. Roy C. Newton, vice president and technical director of Swift and Co., who will speak on "Chemicals in Foods."

Of further interest will be the photomicrograph slides of spoilage organisms found in beverages, which have been assembled and will be shown by J. M. Blatterman, Warner Jenkinson Co. Other specialists from industry and government will round out the schedule of business meetings and discussions on current problems facing the flavoring industry.

A full schedule of social activities has been arranged by Chris Christensen and the Entertainment Committee, which includes special features for the enjoyment of the ladies. On Monday night, an informal Dinner Dance is planned in the Marine Dining Room of the Edgewater Beach Hotel. On Tuesday night, the President's Reception and Cocktail Party in the West Lounge, and immediately following, the Banquet and Dance will be held in the Grand Ballroom.

The beautiful Edgewater Country Club has been selected for the annual golf tournament and outing, which will be held on Monday afternoon. William B. Durling, chairman, and his Golf Committee, will have this event underway at 12:30 p.m., with luncheon at the club.

On Tuesday afternoon arrangements have been made for the ladies to enjoy luncheon and the famous puppet opera at the Kungsholm restaurant. The food and show at this famous Chicago restaurant promises to be one of the grand affairs in the ladies' entertainment.

One of the special events of the convention will be the Chemists' breakfast, scheduled on Wednesday. Dr. K. R. Newman will report on the Scientific Research Committee's activities at the opening of the business session on Wednesday, immediately following the Chemists' breakfast.

The Convention Committee urges all members to have as many as possible of their staff people attend the coming Convention.

Room reservations for the period of the Convention may be made by contacting directly the Edgewater Beach Hotel. Members of the Convention Committee are Chris Christensen, Charles Pfizer and Co.; William B. Durling, William J. Stange Co.; William H. Hottinger, Jr., Bowey's, Inc.; S. M. Kleinschmidt, Liquid Carbonic Corp.; and E. N. Heinz, Jr., Food Materials Corp.

Dr. Lyons Attacks Dentifrices for Hiding Real Trouble

"Carrying toothbrushes around ought to be just as acceptable as carrying combs, lipsticks, and powder," Dr. Harry Lyons, dean of the School of Dentistry at the Medical College of Virginia, Richmond, told the recent Greater New York Dental Meeting.

Teeth should be brushed within split minutes after every meal, Dr. Lyons advised, pointing out that most of the sugars in the mouth turn into organic acids within a few minutes, and all are completely converted in thirty minutes.

False reliance on dentifrices and mouthwashes, he declared, merely eliminate symptoms, so that the real trouble often becomes serious before it is properly treated or prescribed for.

"Massaging the gums, with or without toothpaste," he claimed, "is of no value so far as is known. And if an irritation exists in the gum tissue, massage will make it worse." Test successes of medicated dentifrices depend heavily on proper brushing. A half-and-half mixture of table salt and baking soda is as good as anything on the market, he maintained.


He attacked claims that certain toothbrushes are particularly well-shaped to reach certain parts of the teeth, since according to such reasoning it would require three differently shaped toothbrushes to do the complete job.

Army Surgical Consultant Hails Chlorophyll as Healing Agent

Col. Warner F. Bowers, chief surgical consultant for the Army Surgeon General, has acclaimed chlorophyll as the best available substance for speeding the closing of wounds. Chlorophyll recently became standard supply for the armed forces, and is currently being used by the Veterans Administration for skin and dental infections treatment, according to Col. Bowers. His findings appear in the American Journal of Surgery.

Mo. Drug, Chemical Group Hears St. Louis Historian

McCune Gill, president of the Title Insurance Corp. of St. Louis and noted authority of St. Louis history, talked about St. Louis historic places at the recent noon luncheon meeting of the Associated Drug and Chemical Industries of Missouri.



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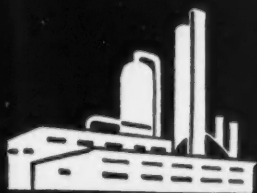
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Soaps



Sudsing Properties of Soap

How soap can be made to produce voluminous foams . . .

Foam promoting chemicals and additives to increase the stability of suds . . . Selection of fats for saponification

PAUL I. SMITH



Paul I. Smith

AT a time when soap is meeting with increasing competition from synthetic detergents, it is very interesting for the soaper to consider in detail the most effective and practical means of improving quality or sales appeal. One factor of importance to the consumer is the foaming ability of the soap, i.e. the ease with which it can produce voluminous foams and also the stability of the foam produced. Although there are available several useful foam or suds promoting chemicals, as well as additives able to increase the stability of suds, a great deal can be done to improve the performance of the detergent in this direction by wise choice of materials. It is, of course, appreciated that the raw materials used by the soaper consist in the main of mixtures of natural oils and fats and fatty acid mixtures. Choice is largely dependent upon a number of co-related factors, such as price, availability and the ability of the stock to give a soap possessing a pre-determined balance of properties. Under present trading conditions it is, therefore, impossible to be too fastidious and one cannot always give the closest consideration to molecular weight and saturation, etc., nevertheless it is often possible to make certain modifications that will effect improvements in sudsing.

Maximum Sudsing Power

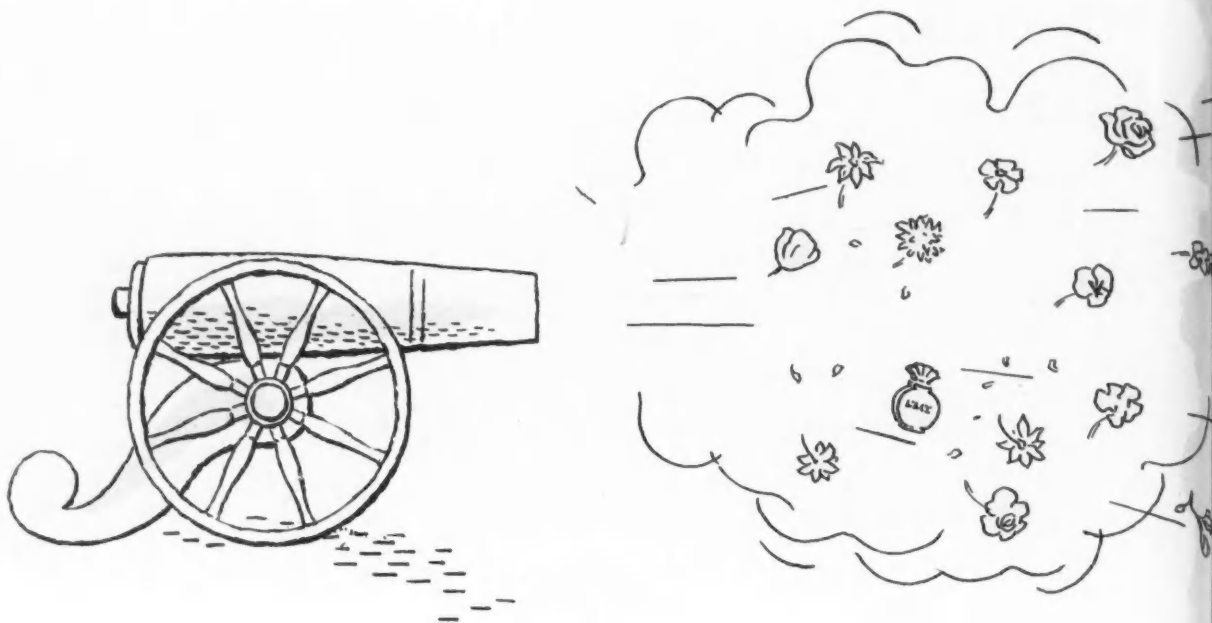
Generally speaking it can be said that fatty acids within the range

C_{12} - C_{14} possess maximum sudsing power. Above this figure the foaming ability decreases but foam stability tends to increase. Myristic acid (C_{14}) gives a soap having excellent sudsing properties but unfortunately when used alone it makes a poor soap. Coconut oil, which contains about 17% myristic acid makes a good sudsing soap but the foam has little stability. The presence of higher fatty acids is needed to give full body and lasting power to the suds and that is why it is so desirable to have palmitic, stearic or oleic acids present in the stock. The mono-unsaturated fatty acids, such as oleic and palmitoleic have better sudsing properties than the fully saturated acids of comparable molecular weight. For this reason oleic is such a very useful ingredient of soap stocks. The purity of the oleic acid is of great importance as regards the ageing of soap. The

presence of poly-unsaturated acids in the oleic are known to increase the susceptibility of the soap to oxidation changes responsible for greatly reduced shelf life, discolouration and even premature breakdown of perfuming ingredients. The addition of a good grade of oleic acid to coconut oil makes possible the production of a soap with well balanced sudsing properties—foaming ability high and stability reasonably well maintained. Although the pure mono-unsaturated fatty acids are, in the main, preferable to the fully saturated acids, it is important to remember that poly-unsaturated acids make soaps with relatively poor foaming properties. Linolenic acid found in liquid soaps makes a product that has a poor foam having indifferent lasting power.

Summarising the position concerning selection of fats for saponification it is useful to consider the following factors:—

1. Good sudsing soaps having reasonable stability of foam can be made from suitably balanced raw materials, such as stock rich in low molecular weight acids (C_{12} - C_{14}) enriched with materials of high molecular weight.
2. Mono-unsaturated fatty acids of a high degree of purity tend to give better sudsing soaps than fully saturated acids.
3. Apart from the actual identity of the fatty acid, foaming ability is also influenced by the pH of the soap solution. Each soap has a



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critical pH. This may, in some instances, need to be achieved by adding certain alkaline builders, whereas in others there may be no necessity to increase the pH at all. The soaper must, therefore, study carefully the character of each particular soap being made so as to determine the optimum conditions for sudsing. As additives useful for increasing foaming of commercial soaps by modifying the pH, the silicates are of special interest. Sodium metasilicate is particularly suitable for this purpose as it is more economical to use, on the basis of both Na_2O (alkalinity) and SiO_2 (silicate) than any other type of hydrated or anhydrous detergent silicate. Other silicates of great importance are sodium orthosilicate and sodium sesquisilicate.

The Neutral Point

INCREASING interest is being taken by soap manufacturers in the use of high purity oleic acid prepared by vacuum distillation for bringing soap to the neutral point. This method is generally considered to offer appreciable technical advantages over the old technique of adding neutral oil and carrying out further saponification. The availability of a pure oil with a free fatty acid content of 98%, and possessing excellent colour characteristics and freedom from odour, facilitates production of high grade soap. The elimination of the bulk of the impurities from oleic acid obtained from the new continuous distillation process not only makes possible standardization of output but also ensures that the risk of rancidity is greatly reduced.

Surface Active Agents Seen as Varying Widely as Irritants

There is a wide variation in the capacity of different surface active agents to cause irritation, according to Dr. Arnold J. Lehman, chief of the Div. of Pharmacology of the F.D.A., as reported by the Natl. Beauty and Barber Mfrs. Assn.

While consulting with the Committee of the Chemical Specialties Mfrs. Assn. Dr. Lehman stated that there is a wide variation in the capacity of different surface active agents to cause irritation. In this regard, he ranked the three major classes of these materials in the following order: Cationics, first; Anionics, second; Nonionics, third. He

said that the FDA tests showed that, as a group, the nonionics are the least dangerous of those tested, contrary to impressions gained from some trade reports. It was found from the tests that the products within the cationic group (represented by the quaternary ammonium compounds) could be tolerated only in fractions of one percent. Dr. Lehman emphasized that each group of surface active agents includes some materials which may be as irritating as those in the preceding group. He said that the shampoo formulator should, therefore, test his final product clinically when any of these materials are being used, particularly in combinations which might be synergistic.

According to Dr. Lehman, the following dilutions of surface active agents have been tested in rabbits' eyes and had caused injury:

A twenty percent (20%) solution of polyethylene oxide alkyl phenol;
2% lauryl isoquinolinium bromide;

15% alkyl thioether of polyoxyethylene;

10% sodium lauryl sulfate.

Advices from FDA are to the effect that the listing of the above dilutions which cause injuries does not indicate it proposes to seize every product in each category.

Dr. Lehman concluded that it is entirely possible to formulate shampoos with surface active agents in dilutions that are safe under customary and usual conditions of use but that testing is essential to insure safety.

Lanolin Supplies Lowered as Wool Production Declines

Lanolin supplies have grown scarce and are difficult to obtain, in spite of abundant stocks of fats and oils, due to decrease in production of woolgrease, according to Robinson-Wagner Co., Inc., suppliers.

Production of woolgrease, lanolin's raw material and a by-product of woolscouring, has been hit by the current world-wide depression in the textile business. The concern's recent surveys show that current woolgrease production in the U.S. is less than 20 per cent of normal.

Reinitz Soap Corp. Renamed Duveen Soap Corp.

The stockholders of Reinitz Soap Corp., Long Island City, N.Y., recently voted to change the name of the concern to Duveen Soap Corp.

New Forms of Lanolin

NEW forms of lanolin of interest to manufacturers of detergents and allied products include lanolin alcohols, which comprise the total unsaponifiable portion of lanolin, lanolin aliphatic alcohols, lanolin acids and lanosterol. The first in the series consist of sterols of which cholesterol is the main representative. These sterols represent about 30%, the triterpene alcohols about 20% and the aliphatic alcohols about 50% of the total unsaponifiables. The most important property of these alcohols is an ability to absorb five times their weight of water. For this reason they are recommended as emollients in hard soaps and specialty soaps. After removal of the sterols and triterpene alcohols from the unsaponifiables there remains the aliphatic alcohols of which ceryl, carbaunyl and lanolin aliphatic alcohol are the most important. These alcohols are claimed to be of use as stabilizer additives to soaps made from lanolin fatty acids.

Lanolin fatty acids are all completely saturated and comprise some 32 identifiable acids of which 9 are members of the normal fatty acid series and the remainder comparatively unknown. All the acids are easily saponified and make excellent soaps for the textile and allied industries, being of more value as emulsifying agents rather than detergents. The pure lanolin fatty acids are greasy, tan coloured solids.

Lanosterol consists of the triterpene alcohols and is a white crystalline powder which, when heated above its melting point solidifies to a very hard shiny wax. So far this substance has found its chief use as an additive to polishing waxes but it is suggested that it may be of interest to soapers as a filler to improve the hardness of naturally soft soaps.

Venezuelan Soap Production Seen Stabilized

Venezuelan soap production declined 0.9 per cent in a 9 months' period of 1951, compared to the corresponding period in 1950. Production, which has been declining each year since the advent of detergents, is seen as being stabilized once more.

Revised soap production statistics during the first three quarters of 1951 totalled 11,101 metric tons, against 11,206 metric tons for the similar period in 1950.

Set-Up Paper Box Competition Winners

NINE toiletry and fragrance boxes won recognition in the 1952 Set-Up Paper Box Competition by members of the National Paper Box Mfrs. Assn.

The 1,200 entries were exhibited at the 34th annual meeting of the association on May 11 through 14 at the Drake Hotel in Chicago. On May 12 the award winners and those receiving honorable mention were announced, which included the following boxes in the toiletries and fragrance field:

First award, Midnight cologne and dusting powder box, by W. C.

Ritchie and Co., for Lehn and Fink Products Corp.; DeVilbiss perfumizer box, by Dennison Mfg. Co. for The DeVilbiss Co.; and toilet soap boxes, by Fair Martin Boxes, Inc. for Carolina Co., Inc.

Other Awards

Second award, for general superiority according to end use: cologne collection package, by F. N. Burt Co., for Prince Matchabelli; Blair "Threesome" box, by Old Dominion Box Co. for Morton Mfg. Co.

Honorable mentions for general

superiority according to end use: Gilda Audrey powder box, by W. C. Ritchie and Co., for Gilda Audrey Products, Inc.; Nostalgia perfume box, by A. Dorfman, Inc. for Parfum Monteil, Inc.; and Soap Box, by The Central Carton Co., for The Hewitt Soap Co., Inc. ("Sturdy construction permits re-use of box with three drawers, each containing soap. Drawers may be drawn out for counter merchandise display.")

Honorable mention for superiority of construction: Bubble Bath, by W. C. Ritchie & Co., for Allen B. Wisley.

Right, Allen B. Wisley's Forest Pine Bubble Bath received honorable mention for superiority of construction: "solidly constructed round box employs plastic top tied with ribbon to create a new form in bubble bath dispensers. Green striped base ties in with product."

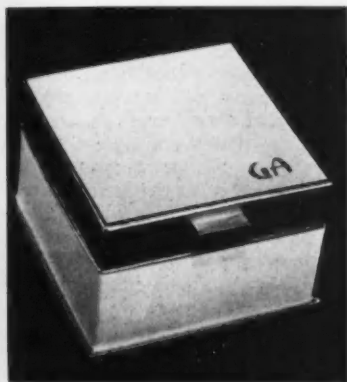


powder box: "midnight blue foil covering for both the box and the dusting powder integrates package with product name."

First Award Winner

In soap: bottom right, Carolina Co., Inc. toilet soap boxes: "family of soap boxes integrates color and styling with merchandise. Three-cake box features a scored platform in the lid, which may be inverted for a display base. Two-cake box contains die cut frame for display of soap in the form of pine cones. Eight-cake guest size protects beaded edges of soap by the use of compartments."

Below, Gilda Audrey Products, Inc. powder box received honorable mention in cosmetics: "distinctive construction for a powder box design."



Right, Prince Matchabelli's cologne collection package won 2nd award in cosmetics: "package combines complete display of products with visual gift appeal. Acetate neck insert together with perforated platform holds bottles rigid in transit."

First Award Winner

In cosmetics: bottom left, Lehn and Fink Products Corp. Midnight cologne and dusting



Technical Abstracts

Newer Detergents and Surface Active Agents. (Am. Dyestuff Reporter, 39, #23, 788, 1951) E. I. Birnbaum, Canadian Textile J. 67, No. 12, 50-4, 52-4 (1950). To understand the fast growing synthetic detergent industry it is necessary to have the facts about the history, the classes, and the uses of synthetic detergents and also to have a clear (if possible) understanding of detergency. There are many ways in which synthetic detergents could be classified but the simplest method is by the ionic activity they display when in solution. There are three possible classifications by this system: anionic, cationic, and nonionic detergents. Cationic surface active agents are used as finishing agents, softeners, dye fixatives, waterproofing agents or germicides, but not as detergents. So our broad classification consists only of anionic and nonionic detergents. Taking up the anionic ones first, soap is still the most important surface active agents available, both from the point of view of economy and performance. The principal disadvantages of soap that led to the development of synthetic detergents are: (1) lack of resistance to hard water; (2) instability in acid solutions; (3) relatively poor solubility especially at low temperatures, and (4) dependence upon naturally occurring fats and oils as a source of raw materials. The first attempt at a synthetic detergent was Mercer's development of sulfonated oils, in 1846. The next development of any importance was the production of the Nekals (propyl and butyl naphthalene sulfonates) between 1912 and 1920. About 1930 came the development of what may be considered the first modern synthetic detergent: the Igepons (fatty acid taurine condensates) and the Gardinols (sulfated fatty alcohols). Finally, during the 1930's came the development of the Nacconol type of detergent, the alkyl aryl sulfonates. Although the basic types are few, the number of anionic detergents that are offered today is legion. Within each type the variations can be infinite, but all exhibit the same general over-all characteristics of their class. All anionic detergents contain an inorganic residue in their molecule. They all

contain either sodium potassium, sulfates or sulfonates. They all ionize in water. They all exhibit electrostatic attraction to textiles, i.e., they are substantive. Nonionic detergents are entirely organic materials, and for the most part are derivatives of ethylene oxide. The two main types are polyoxy ethers and polyoxy esters. They differ from the anionic detergents in two ways: they are completely nonsubstantive to all types of textile fibers, and they have reverse solubility, i.e., they are more soluble in cold water than in hot. The author discusses the theoretical aspects of detergency, which he defines simply as "the removal of soil." He comments on the principal factors that go to make up detergency (wetting, pH, surface tension, interfacial tension, adsorption and micelle structure), and concludes: "Detergency is a complex subject with many variables. The methods used to measure detergency are inadequate and often misleading. The only real test of a detergent is its use under practical conditions."

Principles of the Chemistry and Scientific Technology of the Waxes. (J. Am. Oil Chem. Soc., pg. 227, May, 1951) Leo Ivanovszky. Mitt. chem. Forsch.-Inst. Osterr. 4, 61-70 (1950). Since the usual definition of a wax is considered to be incorrect, the following is proposed: Waxes are a special group of fusible organic masses (thermoplastics), as a rule transparent and similar to beeswax as regards quality and applicability. They differ mainly from other natural and synthetic products, e.g. resins, metallic soaps, and thermoplastics, in that they usually melt between 50 and 90° (sometimes at 200), have a low viscosity, cannot be spun into fibers, and are practically free of ash-forming constituents. They can form pastes or gels and can be used for making candles. Their characteristic constituents are long-chain paraffins and their oxygen-containing derivatives. The chains can be substituted with carboxyl groups (acid waxes), hydroxyl groups (alcohol waxes) or carbonyl groups (keto waxes). Chemically, the waxes are classified according to their characteristic functional groups: I,

hydrocarbons; II, fatty and wax acids; III, ketones; IV, fatty and wax alcohol; V, ether; VI, esters; VII, pseudoester; and VIII, aromatic compounds. Compounds with principal chains of less than 18-22 carbon atoms, are not usually encountered in waxes, or only in small amounts. The principal chain is understood to be the uninterrupted chain of a compound which is responsible for its waxlike character (e.g. the waxy acid in glycol diesters). A diagram shows the melting-point of a number of compounds of waxes as function of the number of carbon atoms. The production of natural and synthetic waxes and their fields of application are described at length. The solidification of wax solutions to pastes is considered to be a colloid-chemical process, in which the influence of protective colloids is of special importance, since they prevent crystallization (e.g. ozocerites and high-molecular metal soaps). In the analysis of a wax the determination of the saponification number and the unsaponifiable portions is sufficient as long as the wax is used only for candlemaking, but neither melting point nor freezing point is sufficient to judge hardness and other properties. Freezing point is frequently a better characteristic than melting point. (Chem. Abs. 45, 1791).

The Assay of Vanillin: (The Analyst, 76, #901, 215, 1951) by L. K. Sharp. The methods available for the assay of vanillin are reviewed and a modified gravimetric procedure that gives more accurate results than the previous methods is proposed. A new volumetric method, involving the titration of the acids produced by oxidation with hydrogen peroxide in alkaline solution is described. Spectrophotometric estimations, using solutions of vanillin in 0.01 N. hydrochloric acid, have been made and the purity of the samples has been calculated from data derived from a specially purified sample.

Coffee Oil. IV. The Sterols. (C.A., 44, #22, 11125, 1950) K. H. Bauer and R. Neu (Univ., L. Leipzig, Ger.). Fette u. Seifen 51, 343-7 (1944); cf. C.A. 38, 3499²—The sterol mixt. obtained from coffee oil contained 14.5% stigmastanol. The name coffeasterol (1) is proposed for a sterol, $C_{28}H_{48}O$, m. 147-90. I acetate, needles from MeOH, m. 147-90; I benzoate, tablets from MeOH-Et₂O, m. 141-30.

N

NEWS and EVENTS

Manufacturer Agrees Not to Require Exclusive Dealing

A creme shampoo and cosmetics manufacturer has consented to an F.T.C. order directed against agreements which provide that its dealers shall not deal in shampoos and cosmetics manufactured or sold by its competitors, in violation of the Clayton and F.T.C. Acts.

The consent order prohibits the company from engaging in:

1. Selling or distributing, or entering into contracts for the sale or distribution of its preparations through jobbers, distributors or others on the condition or understanding that they shall not sell or otherwise deal in shampoos and cosmetics manufactured or sold by its competitors.

2. Enforcing or continuing in operation any agreement or understanding in connection with any existing sale or distribution contract to the effect that the jobber, distributor or other party to the contract shall not sell or trade in the cosmetics and shampoos of its competitors.

3. Cancelling or threatening to cancel any contract or selling agreement with jobbers or distributors because of their failure or refusal to purchase or deal exclusively in its products.

4. Refusing or threatening to refuse to fill orders from jobbers or distributors unless they agree to stop selling products competing with it.

5. Other provisions of the order are directed against intimidating or coercive practices used to persuade jobbers and distributors to handle its line exclusively.

Substantial lessening of competition and a tendency to give the shampoo manufacturer a monopoly in the production and sale of its shampoos, etc., are among the effects of the company's restrictive agreements, according to the FTC statement. Further, the statement points out that the company's practices also tend to prevent dealers from receiving the benefits to be derived from purchasing and sell-

ing preparations competing with the company's products; preclude manufacturers of cosmetics and shampoos from selling certain of their products to purchasers of the company's preparations; and preclude dealers from selling the company's products unless they handle its line exclusively.—*N.B.B.M.A.*

N.B.B.M.A. Counsel Requests Decontrol of Cosmetic Prices

Jacob Reck, N.B.B.M.A. counsel, has submitted a statement to the House and Senate Committees on Banking and Currency, requesting Congress to remove price ceilings on cosmetics and beauty and bar-



Dr. Jules Montenier, president of Jules Montenier, Inc., cuts cake at double birthday party on the fifth anniversary of Stopette spray deodorant and Earle Ludgin Advertising Agency's relationship with the manufacturer. Among those at the table are Leonard Lavin, president of Excello Sales Agency, Earle Ludgin, Dr. Jules Montenier, Mrs. Jules Montenier, and William Wright, vice president Jules Montenier, Inc.

Empire State Cosmetics Show Rescheduled

The 1952 Empire State Cosmetics Show has been rescheduled for September 2-5, and is now set to be held at Hotel Statler, Buffalo, N. Y.

T.G.A. Sees 8.75 Per Cent Toiletries Gain in 1951

Total retail sales of perfumes, cosmetics and other toilet preparations, not including toilet soaps, gained approximately 8.75 per cent during 1951 over 1950, according to the annual estimate by the Toilet Goods Assn.

Coal-Tar Color Registration Fees Regulations Amended

Coal-tar certification fees for services provided by federal regulations have been changed to 10 cents per pound, with a \$75 minimum per fee.

ber shop equipment and supplies, pointing to their abundant availability.

Variety Stores' Association Schedules Merchandise Fairs

To conserve the retailers' time, The National Assn. of Variety Stores has scheduled its 5¢ to \$5.00 merchandise fairs on a decentralized, local basis. The following schedule has been arranged for the exhibitions: Dallas, Texas (Baker Hotel), July 13-15; Chicago, Ill. (La Salle Hotel), July 27-31; Atlanta, Ga. (Municipal Auditorium), August 10-12; Pittsburgh, Pa. (Hotel William Penn), August 17-19; and Denver, Col. (Cosmopolitan Hotel), September 14-16.

American Chlorophyll, Strong, Cobb & Co. Merge Businesses

American Chlorophyll, Inc., and Strong, Cobb & Co., drugs and pharmaceutical manufacturer, recently merged their businesses.

Exclusive Synfleur Agents in Canada Appointed

P. Herman Co., 637 Craig St. W., Montreal, Quebec, Canada, has been appointed exclusive agents in Canada for Synfleur Scientific Lab-



Philip Herman

oratories, Inc., Monticello, N. Y. Philip Herman is general sales manager of the company.

T.G.A. Keeps Names, Addresses of Complainants on File

The T.G.A. keeps a file with names and addresses of persons

with a complaint over a cosmetic product, making it possible to detect whether a grievance comes from a chronic complainant.

American Society of Perfumers Elects Four New Members

At the recent regular quarterly business meeting of The American Society of Perfumers, Inc. the following were elected to membership:

Mrs. Mysie Emmet, de Laire Division, Dodge & Olcott, Inc., David E. Bowlus, E. I. duPont de Nemours & Co. Inc., Harry C. Saunders, Bush Aromatics Division, Dow Chemical Corp. and Elmer L. V. Sulik, van Ameringen-Haebler, Inc.

Mich. Chemical and Allied Industries Assn. Tri-City Golf Meet

The Chemical and Allied Industries Assn. of Michigan will hold its Tri-City golf meet on July 15 and 16 at Tam O'Shanter country club in Chicago, Ill. An evening cocktail party will be held July 15 at the Conrad Hilton hotel.

Preston Meisel, a professional golfer, presented a talk and demonstration on the game at a recent meeting of the organization.

Chlorophyll 57 Per Cent of Deodorant Dollar Volume

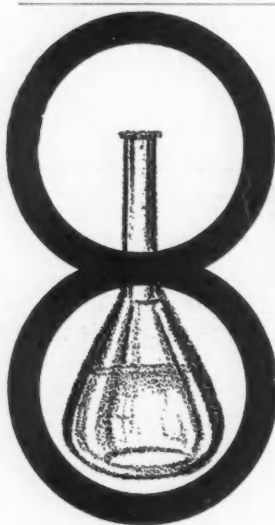
Chlorophyll breath and body deodorants represented 57 per cent in dollar volume of deodorants, or 36 per cent of deodorant sales, according to independent market research figures released by DePree Co., manufacturer of Nullo chlorophyll tablets.

American Chlorophyll Expands Production

American Chlorophyll, Inc., Lake Worth, Fla., is reported to be designing a new chlorophyll plant with a monthly production of 20,000 pounds. The firm is currently producing 4000 pounds of chlorophyll per month, and expects to increase this to over 10,000 pounds by July.

Sees 25 Per Cent Cut in Oil of Bergamot Crop Yield

The 1952 crop yield of Oil of Bergamot is expected to be 25 per cent below that of 1951, according to D&O News, publication of Dodge & Olcott, Inc.



Reasons Why **PLYMOUTH** **ZINC STEARATE U. S. P.** IS BEST FOR DRUGS AND COSMETICS

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A complete line of Cosmetic Raw Materials

Bristol-Myers Co. Enters Rystan Co. Chlorophyll Suit

Bristol-Myers Co. has entered a suit against the Rystan Co., requesting that the latter's chlorophyll patent be declared invalid.

Canada Reduces Toiletries Manufacturers' Excise Tax

Canadian manufacturers' excise tax on toilet articles has been reduced from 25 per cent to its previous rate, 15 per cent.

Queen Juliana Goes Toiletry Shopping

Queen Juliana of the Netherlands, who had been widely heralded as intending to buy an ice-cream soda during her recent U.S. tour, reserved a woman's right and changed her mind.

She purchased several Coty Products and four \$5 bottles of bubble bath at Saks Fifth Avenue, New York, instead.

Parfums de Dana Employees Join Health Insurance Plan

Employees of Les Parfums de Dana, Inc., New York, N.Y. have

enrolled with the Health Insurance Plan of Greater New York, a non-profit community enterprise operating on the basis of group practice in medicine.

and network television campaign, charging that no scientific evidence has been made available that chlorophyll could equal such antiseptic action.

Rilling Dermetics to Open South American Export Division



Albert J. Rosado

Rilling Dermetics has appointed Albert J. Rosado to open up general Commercial expansion for its lines in Latin America, with distributors in Panama, Venezuela, Columbia, Peru, Ecuador, Mexico and Cuba.

Another Rilling Dermetics appointment is that of Mrs. Marjori Green as director of merchandising.



Mrs. Marjori Green

Listerine Advertising Attacks Chlorophyll Claims

The Lambert Pharmacal Co., which claims that its Listerine antiseptic cuts odor bacteria on tooth, mouth and throat surfaces by 95 per cent within 15 minutes, has started a newspaper, magazine

Second Annual Cecil Smith Golf Tournament Held

The second annual Cecil Smith Memorial Golf Tournament, sponsored by the T.G.A. and the Perfumery Importers Assn., was held on May 8, at the Winged Foot Golf Club, Mamaroneck, N.Y.

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F.D.A. Suggests Tests for Cosmetic Raw Materials

The Div. of Pharmacology, Food and Drug Administration, has furnished the N.B.B.M.A. with information on methods it considers "ideal" for manufacturers in testing raw materials to be used in cosmetics. In view of the recommendations of F.D.A. Commissioner Crawford for an amendment to the cosmetic provisions similar to the "new" drug section of the law making adequate pretesting mandatory, it is interesting to observe what F.D.A. considers an "ideal" adequate pretest of a new raw material in a cosmetic. F.D.A.'s method differs from that suggested by Schwartz & Tuelpan and consists of the standard patch-test technic in human subjects, involving at least 10 exposures before the retest dose is applied. A typical schedule for the F.D.A. test would be as follows:

June 12, the patch containing 0.5 cc. of a liquid, or 0.5 gm., if the material is a solid, is applied:

June 13, the patch is removed at the same hour it was applied on the day before. The reaction is recorded. No patch is applied on this day.

June 14, a new patch is applied

as on June 12 and randomized on the area.

June 15, the patch is removed and the reaction read. No patch is applied on this day.

June 16, a new patch is applied and randomized as before.

June 17, the patch is removed and the reaction read.

This alternating schedule is repeated for the week of June 19 and again for the week of June 26 and continued until July 3, at which time the 10th and last patch is applied. The last recording of the series is made on July 4. A 10 to 14 day rest period is now allowed and a challenge patch applied on, say, July 18. The reaction obtained on retest is compared with the average for the 10 original readings. If the retest reaction is greater, a sensitization has been obtained. The significance of the sensitization can be evaluated by comparing the severity of the retest reaction with the average of the 10 original reactions.

The number of subjects tested should be 200. It is advisable to run these tests in groups of 50 individuals, for the reason that if a material is a significant sensitizer, it can be discarded on the basis of the original 50. Considerable time and

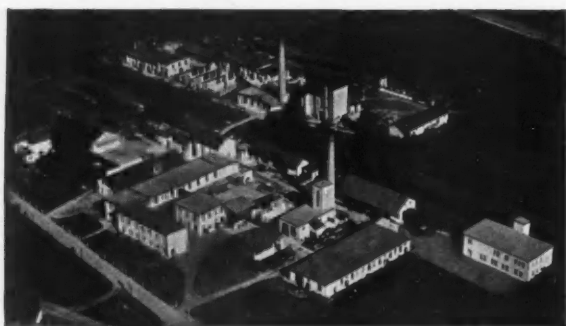
expense can be spared by this procedure.

If the first group of 50 should not react, there is a fairly strong indication that the material under test is not a sensitizer. Whether or not to go on to the complete schedule of 200 subjects would be a decision you would have to make at the time. In its case, unless adverse reactions are obtained in any group, the test is completed on 200 subjects.

F.D.A. realizes that it is not an easy proposition to "tie" down the number of subjects to be tested for the period covering the testing. For instance, "fracture" cases in hospitals, a favorite means of getting test subjects, leave the hospital when their bones are mended. For that reason, if humans are not available for the tests, F.D.A. suggests guinea pigs.

In his statement before the Delaney Committee, F.D.A. Commissioner Crawford stated: "Pretesting has been described as quite expensive. This is true in many cases, but not all."

Chairman Delaney of the House Select Committee investigating chemicals in cosmetics has consistently evidenced concern about the cost of mandatory pretest require-



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ments forcing small cosmetic companies out of business, especially since the larger companies have been pretesting before putting out new products and mandatory pretesting would not impose additional financial burdens on them. It is felt that other members of Congress will weigh the necessity of a pretesting amendment to the Cosmetic Section of the law against its effect on small businesses in considering a provision for cosmetics similar to the "new" drug section of the law. Most big companies have their own laboratories and facilities for running the tests referred to above. However, the smaller companies will have to "farm" out their pretesting work to independent laboratories. For that reason, the cost of having the tests conducted by independent sources becomes important.

Several months ago, a small cosmetic company, without laboratory facilities, sought estimates on running the above-mentioned F.D.A. tests from laboratories and clinics, affiliated with a university and a hospital. The university laboratory wanted to charge \$24,000 and would have required the company to pay for the cost of the human test subjects. The hospital labora-



Miss Edna Mae Jones, assistant treasurer of Coty, retires after 37 years, having been with the company from its beginning in this country. Miss Jones is wearing a mink wrap, gift of the company executives, and is being presented with gifts of china, silver and glass by members of the staff. Philip Cortney, president of Coty looks on and Jean Despres, executive vice president, may be seen in the background.

tory was a little less expensive and would have charged \$10,000, with the company paying the costs of the test subjects. Eventually, after shopping around, the company found a reliable laboratory which agreed to run the tests for \$500.

This experience suggests that, under the pressure of a mandatory requirement for pretesting in the law, considering the lack of abundance of reliable laboratories, the small company may get "soaked"—N.B.B.M.A.

Gillette Safety Razor Co. Renamed The Gillette Co.

The Gillette Safety Razor Co. has been renamed The Gillette Co.

T.G.A. Proposes Propylene Glycol Monostearate Standard

The Toilet Goods Assn. is sending its members copies of its proposed standard for propylene glycol monostearate—non-self-emulsifying.

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S.C.C. Announces Program Scheduled for Meeting

The full program for the meeting of the Society of Cosmetic Chemists on Thursday, May 15 at the Hotel Biltmore, New York, N.Y., will be as follows, according to program committee chairman James H. Baker.

Morning session: A study of the toxicity of sodium perborate when used as a neutralizer in permanent waving, by Dr. M. G. Mulinos, New York Medical College; the evaluation of sensory reactions with numbers instead of adjectives, by Prof. J. M. Juran, New York University; the uses of some new chemicals in cosmetics, by C. Pacifico, Wyandotte Chemical Corp.; and a new method for scar removal, by Dr. A. Kurtin, dermatologist, with a 15 minute motion picture.

Afternoon session: The use of tracers and their application to cosmetic research, by A. Meshbane, Tracerlab, Inc.; experimental loss of hair, due to contact with certain chemicals, and its regeneration, by Dr. P. Flesch, School of Medicine, University of Pennsylvania; quaternary ammonium compounds and their use in the field of cosmetics

from a germicidal and bacteriostatic viewpoint, by W. E. Botwright, Rohm & Haas Co.; and the etiology of infectious dandruff, by Dr. G. F. Reddish, Lambert Pharmaceutical Co.

Iowa Pharmaceutical Assn. Favors Excise Tax Labeling

Products upon which a 20 per cent excise tax has to be collected should be marked with the exact amount of the tax, the 73rd annual convention of the Iowa Pharmaceutical Assn. has resolved. This measure was recommended to end the confusion when one item in a combination package is taxed and the other is not.

New Product Car-Wash And Wax In One

A chemical car-wash containing a watersoluble wax has been developed by the Choldun Mfg. Corp. of New Haven, Conn. A bottle-capful of the chemical, added to a bucket of water is said to produce a solution which will launder and wax a car at a cost of approximately two to four cents.

Lever Bros. Voids Exclusive Chlorophyll License

The Pepsodent Division of Lever Bros. Co. has nullified its exclusive chlorophyll arrangement with Rystan Co., thus allowing the latter to license any other firm to manufacture chlorophyll toothpaste. Financial concessions are reported to have been involved.

Macy's Disregards Fair Trade Court Injunction

R. H. Macy & Co., New York, N.Y. department store, is continuing to sell drugs and cosmetics manufactured in New York state at below Fair Trade fixed retail prices, despite a state court injunction ordering it to stop doing so. The court action was taken following a charge, brought by New York druggist Adolph Rothbaum, contending that the Supreme Court decision did not affect intrastate commerce. Macy's contends that it has the right to sell products which it purchases outside the state at any price it desires, because such commerce is interstate, even though the products were manufactured within the state.

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Colgate-Palmolive-Peet Co., Jersey City, and Wernet Dental Mfg. Co., Hudson Products, Amm-i-dent Inc., and the Green Mint Co., all Jersey City divisions of Block Drug Co., have filed suit against the Rystan Co., asking that the latter's chlorophyll patent be declared void and invalid, on the basis that Dr. Gruskin was not the original inventor and that the Gruskin claims are "vague and indefinite."

Four Top Toothpaste Concerns to Enter Chlorophyll Race

Four foremost toothpaste producers are about to take the deep plunge and enter into the chlorophyll tooth paste race.

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The Iodent-Chemical Co. is testing its Chloro Plus A in the middle west; the Purepac Corp. is said to be ready to enter its Chloromint toothpaste.

J. L. Thomson, cosmetics and color section head in the Canadian Dept. of National Health & Welfare, will be presented with an honorary membership at the May 15 meeting of the Society of Cosmetic Chemists. The presentation will be made by Dr. S. D. Gershon, president of the society.

The Toni Co. will occupy 8000 square feet of space adjacent to its executive offices in Chicago's Merchandise Mart, for new modern laboratories. Replacing laboratories at 330 East Grand Ave., Chicago, it provides a 50 per cent expansion in space.

Raymond E. Reed, vice-president in charge of research and development, has announced that the firm has allocated the largest budget in its history to basic hair research during 1952, representing a substantial increase over the previous annual budget of \$500,000.

The Toilet Goods Assn. has issued Standard 40 as a minimum specification for isopropyl myristate.

Andre Surmain, vice-president of Aziza, has taken over the concern from his parents, Richard and Nina Sussman, founders of the firm.

[illegible]

Indian Essential Oil Committee to Publish Standards

Indian standards for Lemongrass Oil (East India Lemongrass Oil), Oil of Eucalyptus (tentative) and Sandalwood Oil and methods of testing essential oils have been formulated and will be published this year by the Chemical Division Council of the Indian Standards Institution, a division of the Essential Oils Section Committee (CDC 11). While the draft standards for Vetiver Oil, Cinnamonleaf Oil, Linaloe Oil, Camphor Oil, Clove Oil, Geranium Oil and Rosin are under preparation, those for Citronella Oil, Oil of Turpentine, Oil of Peppermint, Palmarosa Oil (Motia) and Gingergrass Oil (Sofia) have been prepared and circulated for comments.

Dr. Sadgopal, noted scientific worker in this field, is the Convener of the Subcommittee for Methods of Tests for Essential Oils (CDC 11:1).

Reduction in Citronella Oil Production Expected

Reduced production of citronella oil in the primary centers is expected in 1952, according to the

Guatemalan Assn. of Essential Oil Producers. The reason offered for the anticipated reduction is the decline in price of Java type Citronella oil during the past seven months, an excessive supply of Formosan oil, and decreased purchases in the U.S. market.

Guatemalan production is expected to be 40 per cent of the 1951 figure, 1,365,000 pounds.

Stanton Sales Co. at New Location

Stanton Sales Co. is now in its new location at 48 West Division St., Chicago 10, Ill., Whitehall 3-0635. The concern represents Halby Products Co., Perry Brothers Inc., Chemo Pure Mfg. Co., and Stanton Chemical Co.

Norda Industrial Publication Advertising Wins Award

Industrial publication advertising in 1951 of Norda Essential Oil and Chemical Co., handled by the Fred Gardner Co. agency, won an Award of Merit at the Annual Competition of the Associated Business Publications, in contest with big chemical, fabric, and food advertisers.

U.S. Rubber Co.'s Naugatuck Development Dept. Reorganized

Six organizational changes in the development department of Naugatuck Chemical Div., U.S. Rubber Co., have been announced by M. G. Shepard, general development manager.

Dr. Vadim C. Neklutin has been appointed assistant manager of process development; Robert M. Greene, group leader of Paracril and synthetic latex development in the process development section; Robert L. Knapp, group leader of Vibrin and Kralac development in the process development section; Dr. William F. Brucksch, Jr., senior group leader for physical chemical research; E. Leonard Borg, senior group leader for applied and developmental research in synthetic rubber; and John A. Flickinger, group leader for dispersions and Sealz development.

Canadian Toilet Goods Mfrs. Assn. Convention June 19-21

The Canadian Toilet Goods Mfrs. Assn. will hold its annual convention on June 19, 20, and 21 at Bigwin Inn, Lake of Bays, Ontario.

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IN CANADA

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Among Our Friends

J. STUART CARSWELL has been appointed by Parfums Eyan as district sales manager for their Southeastern territory, which includes Louisiana, Mississippi, Ala-



J. Stuart Carswell

bama, Georgia, South Carolina and Florida.

HENRI ROBERT has joined the organization of Chanel in Paris, France as perfumer.

ALBERT STASSE, Stassal Co., who sailed on the Liberte for France April 18, has returned.

H. P. WILLATS, president of the Colonial Dames Cosmetic Co. is enjoying a Mediterranean cruise with stopovers at interesting points along the way. He is accompanied by Mrs. Willats and their daughter Marilyn. Before returning late this month they will tour the European continent and visit many of the leading cities.

ERIC DE KOLB has been appointed art director of Helena Rubinstein, Inc.

JAMES A. REILLY, WILLIAM L. SIMMS II, and J. A. STRAKA were elected executive vice-presidents of Colgate-Palmolive-Peet Co. at the April meeting of the board of directors. Mr. Reilly will be in the soap, Mr. Simms in the foreign, and Mr. Straka in the toilet articles department. Mr. Reynolds is general counsel. IRVIN W. HOFF has been appointed advertising manager.

RICHARD FOURMAN, son of DR. VICTOR G. FOURMAN of Syntomatic Corp., has been accepted as a member of the class of 1956 of Amherst College. While a student of the Forest Hills High School, from which he will be graduated this June he was editor of the

school newspaper and is now president of the General Organization of the Forest Hill High School.

MME. JEANNE NOEL of Noel, perfumers, Grasse, France is on a business trip through the U.S. In 1949 she introduced Texas Blue



Jeanne Noel

Bonnet perfume in honor of the Lone Star State.

WILLIAM DUNNEY, SR., Ungerer & Co., New York, N. Y. is recuperating after a stay in St. Marys hospital, Passaic, in the St. Francis Rest Home, Denville, N. J. He is making excellent progress.



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more popular products

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Never forget

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GOOD SCENTS**

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VICTOR H. MARQUIS, Albert Verley & Co., New York, N.Y., was recently elected a member of the British Schools and Universities Club of New York. The club was established in 1895.

FRANCOIS DE LAIRE, director general of Fabriques de Laire, Paris, has been awarded the Legion of Honor France for distinguished service to industry. Notified of his appointment by the "Ministère de l'Industrie et de l'Energie," M. de Laire was cited as "Chevalier de la Legion d'Honneur" both for his outstanding record as an Industrialist and as the "President de Syndicat Professionnel." First public notice appeared in the OFFICIAL JOURNAL February, 1952, shortly following M. de Laire's return to Paris from his annual New York visit, where he discussed the work of the De Laire Division of Dodge & Olcott Inc. with D&O president, J. F. RUDOLPH.

CHARLES SPARHAWK, Spar-kill (N. Y.) chemist and inventor, spoke at the Congers Rod & Gun Club annual dinner. He discussed his anti-bear otter scent and his

newest product, a capsule which gives off a fish luring scent.

BOONE GROSS has been elected president of the Gillette Safety Razor Co., division of the Gillette Co., Boston, Mass.

WILLIAM DODENHOFF, branch manager for Pepsodent toothpastes; ROBERT BENSON, cooperative advertising manager; and FREEMAN JACKSON, assistant national field supervisor, are newly appointed administrators of



George C. Crittenton

GEORGE C. CRITTENTON has been appointed merchandising manager of Helene Curtis Industries. JAMES MAHONEY has been named sales supervisor. Both will have their headquarters in Chicago.



James Mahoney

LEE START has joined the market Development Dept. of Heyden Chemical Corp. DR. G. M. SEIGER of the Research Dept. of Heyden, has been transferred to the Market Development Dept.

the Pepsodent division of Lever Brothers Co.

DR. JOSEPH SCHULTZ, Lady Esther, is working on a product for atomic bomb radiation effects.



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ROBERT L. MENDOZA has been appointed sales manager of Antoine Chiris Co., Inc.

ARTHUR RASMUSSEN, vice-president of Furst-McNess Co., Freeport, Ill., has won a seat as

the Stroud Jordan Medal for 1952 at the fourth annual meeting of the American Assn. of Candy Technologists on June 3 at the Conrad Hilton Hotel, Chicago, Ill.

GERALD L. DENNIS has been



William H. Gaines

WILLIAM H. GAINES has been appointed eastern region field sales manager and PAUL MABREY as western region field sales manager of Colgate - Palmolive - Peet Co. JAMES SMITH has been appointed to succeed the latter as sales representative of the Kay Daumit Div. for the Milwaukee-Minneapolis-Iowa and Nebraska territory.



Paul Mabrey

delegate from the 16th Congressional District of Illinois to the Republican National Convention which will convene July 7 in Chicago.

JAMES P. BOOKER, Ross & Rowe, Inc., consultant, will receive

appointed branch manager of the West coast operations of Naugatuck Chemical Div., U. S. Rubber Co. with offices in Los Angeles, Calif.

CHARLES HOMAN, Dodge & Olcott Inc., New York, N. Y. who suffered a recent heart attack is re-

ported to be well on the road to recovery at the Nassau Hospital, Mineola, N. Y.

JACOB RECK, the alert executive vice president, counsel and general manager of the National Beauty & Barber Manufacturers Assn. is enjoying a six weeks motor trip with Mrs. Reck in Europe. While in Paris Mr. Reck made an address before the Shampoo and Hair Dyers Manufacturers Assn. of France. A visit with Gen. Dwight Eisenhower at his headquarters is on the agenda. The trip covers places of interest in France, Italy, Germany, Holland, Belgium and England. Mr. Reck is scheduled to be back at his office about June 2.

Obituary

Francis Joseph McCarthy

Francis Joseph McCarthy, manager of the Boston office of Dodge & Olcott, Inc., died recently. He had been associated with the concern since 1909.

William J. Spence

William J. Spence, national sales manager of Roger & Gallet until his retirement two years ago, died recently at Red Bank, N.J.



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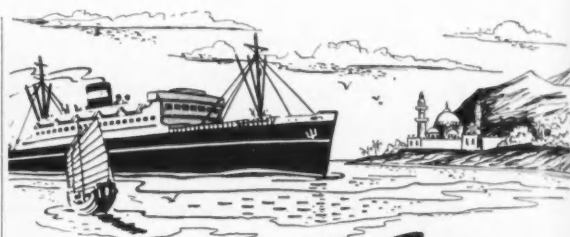
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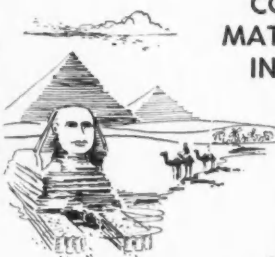
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CONTAINER THAN A KARL VOSS BOX

Karl Voss Corporation
HOBOKEN, N. J.

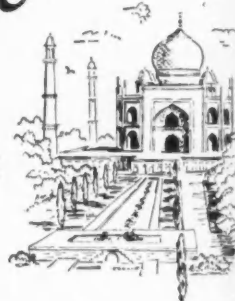


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Market Report

Essential Oils Steadier

A BETTER tone developed in many basic raw materials over the past month. Several essential oils that had previously shown weakness turned steadier and some trade observers were inclined to take on a firmer view of the menthol situation after the continuous downward trend that had featured the market for more than a year.

Glycerin Unsettled

Trade in glycerin continued in a hand-to-mouth manner, and the general tone of the market appeared to be unsettled; some refiners were willing to shade prices in order to stimulate sales. Stocks increased 2,817,000 pounds in February to 59,952,000 pounds or about 9,000,000 pounds over what was considered a safe level during World War II. February usage or consumption amounted to 17,419,000 pounds in contrast to consumption during January totaling 19,230,000 pounds. Some observers, when questioned concerning the possible future trend of glycerin prices, expressed the opinion that as long as the crude market continued at around 20 cents a pound they could not see any reason for a general decline in prices. Refined glycerin prices are well below the levels in force at the beginning of the year.

Essential Oils Firmer

The general list of essential oils was marked by a decidedly better tone. Lemongrass displayed a highly irregular tone throughout the greater part of the month under review but prices were maintained at a level slightly above the low point reached earlier in the period. Both the Ceylon and Java types of citronella oil remained close to the lowest level in years

but again there appeared to be an undercurrent of optimism especially since reports from primary centers indicated that selling prices had reached such a level as to discourage further production.

Citrus oils were firm and active, particularly lemon and lemon terpenes. The overall supply position was reported as being considerably firmer than in recent preceding years, and with the heavy consuming season just ahead.

Lavender Oil Strong

Lavender oil remained firm for shipment from France. Trade here remained quiet and the easier trend in lavandin caused some buyers to hold off on buying new material in the hope that shipping prices would be reduced. A decidedly firmer tone developed in geranium oil as the result of higher prices from France. There was nothing in the local market that served to support the firmer trend in the primary center, however, and some observers appeared doubtful that the higher prices could be maintained. Distressed lots of bois de rose oil have disappeared and, as a result, there was a noticeable strengthening in the general tone of the market. Since a floor price is in force in Brazil, the local market might not become sufficiently competitive to force local values below recently established levels.

Spice oils were featured by a generally strong tone in clove oil. Some dealers have anxiously been awaiting relief in the way of an official ruling on prices which would permit them to pass along the ridiculously high spice costs involved in producing this oil. Any quotations named for spot lots of clove oil were largely nominal by reason of the extremely limited quantities available for immediate delivery.

Ginger, nutmeg and mace were easy in keeping with the recent turn of events in spices.

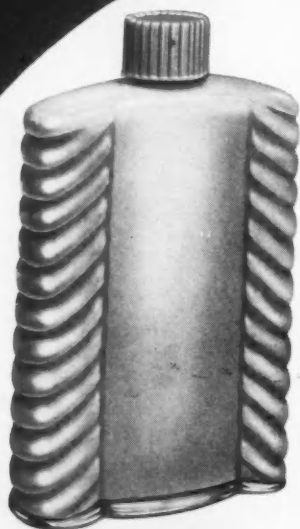
The reversal in the downward trend in menthol was regarded as a highly significant development. Prior to the reversal, prices for Brazilian material hit a low of \$6.40 a pound in contrast to a price of over \$14 a pound prevailing at the start of 1951, when the downward trend began. Some observers fear that low citronella oil prices will enable the manufacture of synthetic menthol at an attractive price level, thereby serving to take the edge off any possible sharp recovery in the natural product. Spot stocks of Chinese or Japanese menthol have been shrinking. Replacements of Chinese remain cut off and it will be some time before another crop of Japanese material is available.

Vanilla

Continued firmness in vanilla bean prices at Marseilles and Madagascar failed to have any influence upon the local market in the face of a narrow buying movement. Unlike many other commodities, vanilla bean prices have continued at exceedingly low prices. Without any real buying support there appears to be little hope for any immediate change in the market picture. New crop influences are having a softening influence upon Mexican vanilla beans. Some importers believe that Mexican beans will decline to a level close if not below prices prevailing on French beans.

Vegetable waxes were marked by high prices for carnauba and an easier trend in crude beeswax. Prices included in the new financing bill in Brazil may bring about a further rise in carnauba wax prices which in turn may further encourage the use of extenders or substitutes.

P.S.



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PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	3.25@	4.25	Java	1.10@	1.25	Marjoram	3.50@	3.80
Sweet True58@	.85	Java type70@	.85	Neroli—		
Apricot Kernel50@	.65	Cloves, Zanzibar	5.00@	5.25	Haitian	90.00@	110.00
Amyris	1.65@	2.25	Madagascar	5.20@	5.65	French	180.00@	192.00
Angelica Root	125.00@	155.00	Copaiba	2.50@	3.00	Nutmeg, East Indian	3.70@	4.00
Anise, U.S.P.	1.75@	2.00	Coriander	22.50@	26.00	Ocotea Cymbarum75@	.85
Aspic (spike) Span	1.45@	1.90	Croton	4.85@	5.40	Olibanum	5.75@	7.50
Avocado	1.00@	1.10	Cumin	5.15@	7.00	Opopanax	45.00@	48.00
Bay	1.55@	2.10	Dill—			Orange, Florida	2.00@	2.35
Bergamot	15.50@	17.00	Weed	4.00@	4.50	Brazilian	1.50	Nom'l
Artificial	3.00@	4.25	Seed	6.25	Nom'l	Calif. exp.	1.95@	2.75
Birchtar, crude	1.25@	1.35	Erigeron	6.50@	7.00	Distilled	1.10@	
Birchtar, rectified	2.50@	3.00	Eucalyptus 80-85%	1.20@	1.50	Origanum, rectified	2.25@	3.00
Boise de Rose	4.25@	4.50	70-75%	1.00@	1.50	Orris Root, concrete (oz.)	7.00@	10.00
Cajeput U.S.P.	2.35@	2.70	Fennel, Sweet	2.70@	3.20	Concrete, extra	10.50@	15.00
Cajeput (technical)	1.95@	2.10	Garlic (oz.)	6.50@	7.00	Patchouli	8.00@	12.00
Calamus	20.00@	25.00	Grapefruit	2.35@	2.65	Pennyroyal, Amer.	4.10	Nom'l
Camphor "White"25@	.50	Geranium, Rose, Algerian	16.50@	25.00	European	3.00@	4.25
Cananga, native	10.35@	10.80	Bourbon	15.00@	25.00	Peppermint natural	7.15@	7.35
Rectified	12.00@	13.10	Turkish	7.00@	7.75	Redistilled	7.65@	7.80
Caraway	4.05@	5.10	Ginger	15.75@	18.50	Petitgrain	3.15@	3.75
Cardamon	50.00@	62.50	Guaiac (Wood)	1.90@	2.25	Pimento, Berry	4.80@	5.50
Cascarilla	35.00@	40.00	Hemlock	2.25@	2.80	Leaf	2.65@	3.15
Cassia, rectified, U.S.P.	5.00@	5.75	Juniper Berry	2.50@	3.40	Pinus Sylvestris	2.75@	3.25
Cedar leaf U.S.P.	2.35@	3.50	Laurel leaf	10.00@	12.00	Pumilio	2.90@	3.60
Cedar Wood55@	.70	Lavandin	3.00@	4.50	Rose, Bulgaria (oz.)	42.25@	58.00
Celery	16.50@	20.00	Lavender, French 40-42%	6.65@	8.50	Synthetic, lb.	30.00@	35.00
Chamomile Hungarian	255.00@	300.00	Lemon, Calif.	6.00@	6.25	Rosemary, Spanish85@	1.25
Cinnamon oil, Bark	28.00@	35.00	Italian	5.90@	8.50	Sage, Spanish90@	1.85
Leaf	2.25@	3.10	Lemongrass	1.60@	2.50	Sage, Dalmatian	9.65@	12.00
Citronella, Ceylon85@	1.00	Limes, distilled	7.60@	9.25	Sandalwood, N. F.	10.00@	11.25
			Expressed	7.75@	10.00	Sassafras—		
			Linaloe wood	3.85@	4.20	Artificial65@	.85
			Lovage (oz.)	10.00@	12.00	Snake root	31.00@	35.00
			Mace	4.00@	5.50	Spearmint	7.65@	8.00

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Spruce	2.25@	2.75
Sweet birch Southern	2.25@	3.00
Northern	4.95@	8.00
Tansy	8.85@	9.10
Thyme, red	2.10@	2.65
White	2.40@	2.90
Valerian, extra	75.00@	88.00
Vetivert—		
Bourbon	24.00@	30.00
Haitian	20.00@	25.00
Java	35.00@	38.00
Wintergreen, Southern	3.35@	15.00
Northern	5.85@	13.50
Wormseed	7.85@	8.25
Wormwood	6.50@	7.00
Ylang Ylang, Bourbon	18.00@	25.00
Haitian	12.85	Nom'l

TERPENELESS OILS

Bay	2.90@	3.60
Bergamot	20.00@	24.00
Grapefruit	42.00@	58.00
Lavender	11.00@	15.00
Lemon	52.00@	60.00
Lime, ex.	80.00@	90.00
Distilled	60.00@	62.00
Orange sweet	142.00@	175.00
Peppermint	15.25@	16.00
Petitgrain	5.50@	6.40
Spearmint	12.25@	14.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.15@	2.50
Acetaphenone	1.60@	1.80
Alcohol C 8	1.95@	2.25
C 9	12.50@	13.00
C 10	2.00@	2.30
C 11	13.85@	14.50
C 12	15.25@	15.85
Aldehyde C 8	9.00@	11.00
C 9	17.10@	17.30
C 10	7.75@	8.00
C 11	18.60@	20.00
C 12	15.25@	15.85
C 14 (Peach so-called)	6.85@	7.50
C 16 (Strawberry so-called)	5.85@	6.20
Amyl Acetate	.60@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde	2.20@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate	.90@	1.00
Amyl Valerinate	2.00@	2.35
Anethol	1.50@	2.50
Anisic Aldehyde	2.50@	2.90
Anisyl Acetate	6.00@	6.75
Benzyl Acetate	.75@	.85
Benzyl Alcohol	.78@	.85
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	2.00@	2.30
Benzophenone	1.75@	2.00
Benzyl-isoeugenol	10.25@	11.00
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	.19¼@	.20¼
Cinnamic Alcohol	2.40@	3.50
Cinnamic Aldehyde	1.25@	1.40
Cinamyl Acetate	3.75@	4.50
Citral, C. P.	5.00@	7.00
Citronellol	2.20@	2.65
Citronellyl Acetate	2.75@	3.40
Citronellyl Butyrate	5.50@	6.00
Coumarin	2.95@	3.50
Cuminic Aldehyde	6.00	Nom'l
Diethylphthalate	.33¼@	.40
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.30
Diphenyl Oxide	.55@	.62
Ethyl Acetate	.35@	.38
Ethyl Benzoate	.85@	.90
Ethyl Butyrate	.80@	.95
Ethyl Capronate	2.20@	3.15

Ethyl Cinnamate	2.45@	2.80
Ethyl Formate	.70@	.80
Ethyl phenylacetate	1.20@	1.35
Ethyl Propionate	.90@	1.00
Ethyl Salicylate	1.00@	1.50
Ethyl Vanillin	6.75@	7.30
Eucalyptol	2.25@	3.00
Eugenol	3.50@	4.00
Geraniol, dom	1.40@	2.40
Geranyl Acetate	1.70@	2.15
Geranyl Butrate	5.00@	5.75
Geranyl Formate	5.00@	5.80
Guaiac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.50@	3.90
Hydrotronic Aldehyde	6.30@	6.85
Hydroxycitronellal	6.10@	6.90
Indol, C. P.	19.25@	19.75
Iso-borneol	1.65@	1.80
Iso-butyl Acetate	.85@	1.50
Iso-butyl Benzoate	1.10@	1.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.75@	5.20
Iso-safrol	2.10@	2.80
Linalool	6.50@	7.35
Linalyl, Acetate 90%	6.65@	7.00
65-70%	4.85@	5.25
Linanlyl Formate	12.25@	13.00
Linalyl Propionate	11.00@	11.55
Menthol—		
Brazilian	6.50@	6.65
Japanese	7.50@	—
Synthetic	6.80@	7.50
Methyl Anthranilate	2.40@	2.65
Methyl Anthranilate extra	2.75@	3.10
Methyl Benzoate	.60@	2.25
Methyl Cinnamate	1.75@	2.25
Methyl Heptenone	7.15@	8.00
Methyl Heptene Carbonate	40.00@	53.00
Methyl Naphthyl Ketone	3.30@	3.65
Methyl Phenylacetate	1.20@	1.85
Methyl Salicylate	.50@	.65
Musk Ambrette	5.60@	5.70
Ketone	5.35@	5.60
Xylene	1.75@	1.90
Neroline (ethyl ether)	2.50@	2.80
Paracresyl Acetate	2.20@	2.75
Paracresyl Methyl Ether	2.50@	3.00
Paracresyl Phenyl-acetate	4.75@	5.40
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	1.80@	2.00
Phenylethyl Alcohol	1.75@	2.00
Phenylethyl Butyrate	4.20@	4.50
Phenylethyl Propionate	3.40@	4.00
Phenylethyl Salicylate	4.35@	4.80
Phenylethyl Valerianate	5.70@	5.90
Phenylpropyl Acetate	3.40@	4.20
Phenylpropyl Alcohol	2.80@	3.00
Safrol	.95@	1.25
Scatol (oz.)	2.65@	3.40
Styrollyl Acetate	1.75@	2.50
Vanillin (clove oil)	5.50@	6.50
(guaiacol)	3.00@	3.25
Lignin	3.00@	3.25
Vetiver Acetate	47.50@	50.00
Violet Ketone Alpha	9.90@	10.25
Yara Yara (Methyl ether)	2.35@	2.80

BEANS

Vanilla beans—		
Bourbon	2.65@	3.20
Mexican, cut	3.20@	3.50
Mexican, whole	4.00@	4.35
Tahiti	2.45@	2.75
Tonka Beans Surinam	1.00@	1.10
Angostura	1.75@	1.80

SUNDRIES AND DRUGS

Acetone	.10¼@	.14
Ambergris, ounce	8.00@	17.50
Balsam, Copaiba	1.55@	1.70
Peru	1.60@	1.80
Beeswax, bleached, pure		
U. S. P.	.78@	.80
Yellow, refined	.65@	.68

Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton	61.25@	81.25
Boric Acid, U. S. P., ton	129.00@	133.50
Calcium, Phosphate	.08@	.08¼
Phosphate, tri-basic	.06¾@	.07½
Camphor, pwd., domestic	.60@	.62
Castoreum, nat., cans	7.00@	10.00
Cetyl, Alcohol Extra	1.32@	1.37
Chalk, precip. bags, clts	.02¾@	.03
Cherry Laurel Water, jug,		
gal.	1.25	Nom'l
Citric Acid	.28½@	.29½
Civet, ounce	4.45@	12.00
Cocoa butter, bulk	.74¼@	.75
Cyclohexanol (Hexalin)	.30@	.32
Dextrine, white, cwt.	8.54@	8.69
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.	.32½@	.34½
Soap lye, crude	.20@	.21
Gum Arabic, pwd.	.18@	.20
Amber	.15@	.15½
Gum Benzoin, Siam	3.50@	3.85
Sumatra	.40@	.42
Gum Galbanum	.80@	.95
Gum Myrrh	.30@	.37
Henna, pwd.	.21@	.25
Kaolin	.05@	.07
Labdanum	4.10@	5.20
Lanolin, hydrous	.34@	.35
Anhydrous	.36@	.38
Magnesium, carbonate	.11¼@	.14
Sterate	.38@	.42
Musk, ounce	40.00@	50.00
Olibanum, tears	.20@	.25
Siftings	.16@	.18
Orange Flower Water,		
gal.	1.75@	2.25
Orris Root, Italian	.20@	.26
Paraffin	.06¾@	.07½
Peroxide (hydrogen U. S. P.)		
bbls.	.03¾@	.05
Petrolatum, white	.06¾@	.08¾
Quince Seed	.85@	1.50
Rice Starch	.11@	.14
Rose flowers, pale	.45@	.50
Rose Water, jug (gal.)	1.50@	2.00
Rosin, M. per cwt.	8.50@	8.55
Salicylic Acid	.46@	.52
Saponin No. 1	2.75@	2.80
Silicate, 40" drums, works,		
100 pounds	1.10@	1.40
Sodium Carb.		
58% light, 100 pounds	1.60@	4.62
Hydroxide, 76% solid,		
100 pounds	3.35@	4.55
Spermaceti	.34@	.37
Styrax	1.50@	1.85
Tartaric Acid	.45½@	.55
Tragacanth, No. 1	3.00@	3.30
Triethanolamine	.26¼@	.27¼
Violet Flowers	1.85	Nom'l
Zinc stearate, U.S.P.	.37@	.39
Oxide, U.S.P.	2.085@	.2185

OILS AND FATS

Castor, refined, drums	.31½@	.32
Coconut, crude, Atlantic		
ports, tanks	.08¾@	.09
Double distilled, drums	.11¼@	.12½
Corn, crude, Midwest,		
mill, tanks	.13¼@	.13¾
Corn Oil, refined, tanks	.14¼@	—
Cottonseed, crude tanks	.10½@	—
Grease, white	.05¼@	—
Lard, Chicago	.11½@	—
Lard, Oil, common,		
No. 1 drums	.10@	.11
Olive, edible (gal.)	2.10@	2.25
Peanut, crude tanks	.12¼@	—
Peanut, refined tanks	.15½@	.16
Red Oil, single distilled		
drums	.12¼@	.13½
Double distilled	.14¾@	.16
Stearic Acid		
Triple Pressed	.13¼@	.14¼
Double Pressed	.11@	.12¼
Tallow, acidless, drums	.10@	.10¼
Tallow, extra	.04¾@	.05¼

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